

ROSS REPORTS — TELEVISION INDEX

JULY 22-28, 1957

VOLUME 9

NUMBER 30

EDITOR: Jerry Leichter

PROGRAMS · ADVERTISERS · TALENT

551 Fifth Avenue · New York 17 · MUrray Hill 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (July 22)

ABC- 9-9:30pm EDT; DEBUT - Quest for Adventure - FILM from WBKB(Chi), to the net. § Sustaining. § Pkgr & Distributor- Modern Talking Picture Service; production credits no available. § Industrial and documentary films from commercial and industrial sources. The program replaces Martha Rountree's Press Conference (last show July 15).

CBS- 10-10:30am EDT, Mon thru Thu; 10-11:30am, Fri; DEBUT - The Fred Waring Show - LIVE remote from Shawnee-on-Delaware, Pa., via WCAU-TV(Phila), 72 stations live, 4 videotape. § Segment sponsors (same as Garry Moore Show). § Pkgr- Red Wing Productions, Inc(NY); Exec Prod- Fred Waring; Assoc Prod- Stowe Phelps; Dir- Clarence Schimmel; Music Dir- Fred Waring. § Fred Waring and the Pennsylvanians Orchestra and Glee Club, with appearances of members of the Fred Waring Youth Workshop, made up of professional choral leaders and teachers, at Shawnee, replace the Garry Moore Show for six weeks, thru Aug 30. Frank Simms of the regular Moore staff will be announcer for the Waring show. The program will feature the various groups on the grounds of Waring's Shawnee Inn & Country Club. The Garry Moore Show (last show July 19) returns Sept 2.

Tuesday (July 23)

NBC- 10-11pm EDT; SPECIAL - The Big Issue - LIVE from WRC-TV(Wash), to the net. § Sustaining. § Pkgr & Prod- Lawrence Spivak; other production, WRC-TV staff(Wash). § Lawrence Spivak moderates a debate among four senators on the civil rights bill, originating in the Senate Radio Gallery. The Senators are Paul H. Douglas (D, Ill), Jacob K. Javits (R, NY), John L. McClellan (D, Ark) and Richard B. Russell (D, Ga). During the second half-hour they will be questioned by four Washington newspapermen. The program preempts The Nat "King" Cole Show, 10-10:30pm EDT, this day only.

Thursday (July 25)

ABC- 9-9:30pm EDT; TITLE DEBUT - Theatre Time - FILM from WBKB(Chi) & KABC-TV (LA), 65 stations net, 78 delayed. § Alternate Week Sponsors- 1) Armour & Co (Dial Soap & Shampoo, Chiffon & Liquid Chiffon) thru Foote, Cone & Belding (Chi). 2) Kimberly-Clark Corp (Kleenex, Delsey tissues) thru Foote, Cone & Belding(Chi). § Pkgr & Film Prod- Lewislor Productions(LA). § Anita Louise is hostess, in specially filmed introductions, for re-runs of films previously seen over the NBC net as part of The Loretta Young Show. The program replaces The Danny Thomas Show (last show July 18).

TALENT SHOWSHEET JULY 19 - JULY 28
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Most of the shows on July 19,20,21, were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday July 26. Script identifications used are: (O) Original, (A) Adaptation, (SD) Staff-Directed, (SW) Staff-Written. Performers are identified as singer (S), dancer (D), comic(C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally only first runs of a film series are listed. During the summer when many shows are re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listing) are: Adventures of Rin-Tin-Tin, Adventures of Robin Hood, Blondie, Jim Bowie, Broken Arrow, The Buccaneers, Burns & Allen, Cheyenne, Circus Boy, Conflict, Joseph Cotton Show--On Trial, Crossroads, Bob Cummings Show, Father Knows Best, Ford Theatre, General Electric Theatre, Gunsmoke, Alfred Hitchcock Presents, Lassie, Life & Legend of Wyatt Earp, Life of Riley, Millionaire, Mr. Adams & Eve, Navy Log, Panic, People's Choice, Playhouse 90, Private Secretary, Phil Silvers Show, Schlitz Playhouse, Telephone Time, 20th Century-Fox Hour, Wire Service, You Are There.

FRIDAY JULY 19  
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THE BIG BEAT (Alan Freed)	ABC 10pm	ADD: Paul Anka(S).
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SUNDAY JULY 21
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|                   |          |                                                                                        |
|-------------------|----------|----------------------------------------------------------------------------------------|
| LAMP UNTO MY FEET | CBS 10am | ADD CAST: Philip Bourneuf, Frank Alletter, James Broderick, David Burns, Brett Somers. |
|-------------------|----------|----------------------------------------------------------------------------------------|

|                |             |                                                                                                                                                              |
|----------------|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| LOOK UP & LIVE | CBS 10:30am | No Man Is An Island; (O) James Benjamin; with James Olson, Bill Gunn, Nancy Malone, Fredrick O'Neal, Shepard Strudwick, Charles White; Dir - James MacAllen. |
|----------------|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|

|              |             |                                                                                                                                                     |
|--------------|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| CAMERA THREE | CBS 11:30am | The United Nations Hungarian Report; (O) Clair Roskam; with Roger de Koven, Martin Brandt, Bert Freed, Alfred Ryder, Jim Hickman; Dir - Ned Cramer. |
|--------------|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|

|                  |         |                                                   |
|------------------|---------|---------------------------------------------------|
| ED SULLIVAN SHOW | CBS 8pm | ADD: Bil & Cora Baird's Puppets, Barbara Hall(A). |
|------------------|---------|---------------------------------------------------|

|            |         |                                                      |
|------------|---------|------------------------------------------------------|
| ALCOA HOUR | NBC 9pm | He's For Me; DELETE: Elaine Stritch; ADD: Jane Kean. |
|------------|---------|------------------------------------------------------|

MONDAY JULY 22  
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GEORGIA GIBBS SHOW	NBC 7:30pm	Bob Jackson(S).
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TALENT SCOUTS	CBS 8:30pm	(Coming from San Diego, Calif.), no information available at press time.
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<u>Those Whiting Girls</u>	CBS 9pm	with regulars & Marshall Thompson, Barbara Stewart, Rodney Bell; (SW&SD).
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TOP TUNES & NEW TALENT (Lawrence Welk)	ABC 9:30pm	Sam Gentile(M), Bob Greene(S).
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<u>Richard Diamond, Private Detective</u> (David Janssen)	CBS 9:30pm	The Homicide Habit; (O) Lee Erwin & Donn Mullally; with regulars & Osa Massen, Peter Hansen, Bob Brubaker, Patricia Donahue; Dir - Oscar Rudolph.
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ARHTUR MURRAY PARTY	NBC 9:30pm	Helen O'Connell(S), Enos Slaughter, Bill Skowron, Whitey Ford, Johnny Kucks.
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STUDIO ONE SUMMER THEATRE	CBS 10pm	In Love With A Stranger; (O) Arthur Rodney Coney-beare; with Phyllis Love, Jim Backus, Hiram Sherman, Audrey Christie, Joanna Roos; Dir - John Desmond.
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TUESDAY JULY 23
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|                                |             |                                      |
|--------------------------------|-------------|--------------------------------------|
| Meet McGraw<br>(Frank Lovejoy) | NBC 9pm     | Border City; with regulars; (SW&SD). |
| IT'S POLKA TIME                | ABC 10pm    | The Mary Shevlin Irish Folk Dancers. |
| SPIKE JONES SHOW               | CBS 10:30pm | Molly Bee(S).                        |

WEDNESDAY JULY 24  
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HELEN O'CONNELL SHOW	NBC 7:30pm	Bobby Sherwood(M).
VIC DAMONE SHOW	CBS 8pm	Rod Alexander(D), Bambi Linn(D), Betty Madigan(S), John Sebastian(M), Tommy Hamlon(C), Erroll Garner (M), The Spellbinders(S).
KRAFT THEATRE	NBC 9pm	Welcome To A Stranger; (O) Burton & James Benjamin; with Jose Perez, David J. Stewart, Martin Newman, Jane White, Jimmy Gavin, Marita Reid; Dir - Murray Golden.

THURSDAY JULY 25
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|                                      |            |                                                                                                                                         |
|--------------------------------------|------------|-----------------------------------------------------------------------------------------------------------------------------------------|
| CLIMAX!<br>(Art Gilmore)             | CBS 8:30pm | King of The Mountains; (O) Sheldon Stark; with<br>Charles Bickford, Mary Astor, Alexander Scourby,<br>Barry Atwater; Dir - Don Medford. |
| Theatre Time<br>(Anita Louise)       | ABC 9pm    | PREMIERE: Re-runs of Loretta Young Show.                                                                                                |
| LUX VIDEO THEATRE<br>(Ken Carpenter) | NBC 10pm   | High Tension; (O & A) Irwin Blacker; with John<br>Howard; Dir - James Yarbrough.                                                        |

FRIDAY JULY 26  
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HELEN O'CONNELL SHOW	NBC 7:30pm	Bob Eberle(S).
THE BIG BEAT (Alan Freed)	ABC 10pm	Fats Domino(S), Marvin Rainwater(S), Clyde McPhatter(S), Dale Hawkins(S), Patsy Cline(S), Jimmy Newman(S).

MULTIPLE & ACROSS-THE-BOARD SHOWS JULY 22 - JULY 26
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|                                                |             |                                                                                                                                                                                                                                                             |
|------------------------------------------------|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| JIMMY DEAN SHOW                                | CBS 7am     | No information available at press time.                                                                                                                                                                                                                     |
| THE FRED WARING SHOW<br>orch.                  | CBS 10am    | PREMIERE: (Coming from Shawnee-on-Delaware, Pa.)<br>With Waring Orch. & chorus.                                                                                                                                                                             |
| CLUB 60<br>(Dennis James)                      | NBC 1:30pm  | 7/22 - Jack Paar(C).                                                                                                                                                                                                                                        |
| NBC MATINEE THEATRE                            | NBC 3pm     | 7/22 - The First Captain; (O) Henry Misrock;<br>7/23 - The 19th Hole; Re-run; 7/24 - The Shattered<br>Heart; (O) Mary Jane Waldo; (A) Ellen McCracken;<br>7/25 - One For All; (O) James Skardon; (A) Harold<br>Gast; 7/26 - Call It A Day; (O) Dodie Smith. |
| MODERN ROMANCES<br>(Martha Scott)              | NBC 4:45pm  | The Sacrifice; (O) Harry W. Junkin; with Ann Flood,<br>Biff McGuire, Ruth McDevitt, Wyley Hancock.                                                                                                                                                          |
| TONIGHT! AMERICA AFTER<br>DARK(Jack Lescoulie) | NBC 11:15pm | 7/23 - Art Buckmer & Orch.; Paul Ashley & Puppets;<br>7/24 - Turk Murphy & Orch.; 7/25 - Earl Hall(C),<br>Susan Silo(S); 7/26 - Dick Sommers(S), Kitty<br>Kolver(S). LAST SHOW.                                                                             |



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SATURDAY JULY 27  
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TRUE STORY (Kathi Norris)	NBC 12N	<u>The Set-Up</u> ; (O) Ben Radin; with Jamie Smith, Frances Helm, Sam Gray.
JULIUS LA ROSA SHOW	NBC 8pm	Henny Youngman(C), Eydie Gorme(S), Steve Lawrence (S), The Three Houcs(acro).
<u>George Sanders Mystery Theatre</u>	NBC 9pm	<u>The Liar</u> ; (O) Charlotte Armstrong; (A) Halsted Welles; with Sue England, Harry Lauter, Robert Nichols, Richard Devon, Marvin Press, Ray Buckley, Nolan Leary, Kathleen Mulqueen; Dir - Fletcher Markle.
COUNTRY MUSIC JUBILEE	ABC 10pm	Chet Atkins(M), Jim Lowe(S-M), Billy Walker(S-M).
JIMMY DEAN SHOW	CBS 10:30pm	The Andrew Sisters(S).

SUNDAY JULY 28
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|                                    |          |                                                                                                                                                                                                               |
|------------------------------------|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| LAMP UNTO MY FEET                  | CBS 10am | <u>I Remember Flores</u> ; (O) Father Mark Tennien & Capt. Tasuku Sato; (A) Jerome Coopersmith; Dir - Mel Ferber. No cast information available at press time.                                                |
| FRONTIERS OF FAITH                 | NBC 5pm  | The Christian implications of T.S. Eliot's "The Cocktail Party; with Dr. Francis Fergusson, Dr. Stanley Hopper.                                                                                               |
| ED SULLIVAN SHOW                   | CBS 8pm  | Dan Dailey(A), The Wallendas(acro), The Flying Zacchinis(trapeze), The Brunos(acro), Lola Dobritch(unicycling), Roger Williams(M), Toni Arden (S), The Crew Cuts(S), Don Tannen(ventril), Jimmy Edmondson(C). |
| STEVE ALLEN SHOW                   | NBC 8pm  | Jodie Sands(S), Shai K. Ophir(panto), Jerry Lee Lewis(S), The Four Coins(S), Anthony Franciosa(A).                                                                                                            |
| GOODYEAR PLAYHOUSE                 | NBC 9pm  | <u>Rumbin Galleries</u> ; (O) Booth Tarkington; (A) Therese Lewis; with Betsy Palmer, William Redfield, John Baragrey, Kurt Kasznar; Dir - Paul Stanley.                                                      |
| <u>The Web</u><br>(William Bryant) | NBC 10pm | <u>Hurricane Coming</u> ; (O) Kay Lenard; with Beverly Garland, Jacques Aubuchon, Mark Roberts; Dir - Justus Addiss.                                                                                          |





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JULY 24, 1957

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MID-WEEK SPECIAL

JUL 24 1957

NBC GENERAL LIBRARY

## NEWS - COMMENT - POSSIBILITIES

Sid Caesar's Shellrick Corp is in negotiation with NBC for a spot for a half-hour weekly live series to star Caesar and Imogene Coca, beginning this fall -- if Caesar, NBC and a prospective sponsor can agree to terms. NBC has first refusal because of Caesar's long relationship with the net. The new program would follow the lines of Caesar's Hour in re-uniting the stars of Show of Shows. Carl Reiner and Howard Morris would be the supporting featured players, if everybody's agreeable. The first published announcement was a "leak," which takes the gloss off any announcement of a net agreement, since the new union of Caesar and Coca would be page 1 entertainment news (and it was for the N. Y. Herald Tribune, which broke the story yesterday, 23, via Marie Torre). A tight, half-hour format for Caesar and Company might accomplish what critics have long deplored in Caesar's comedy -- a seeming unwillingness to limit the time of his satirical routines; carrying them beyond climactic points.

Du Pont will have a problem keeping its talent roster up to the quality of "Crescendo," the first of its CBS Show of the Month 90-minute series. The Sept 29 program, which will star Rex Harrison in the role of a visiting Englishman, providing a storyline link for the show, will star Ethel Merman as head of the musical comedy portion of the show. Newly announced for the American jazz segments, are: Louis Armstrong, Dinah Washington, Diahann Carroll, Lizzie Miles and Turk Murphy and his Dixieland Band (out of San Francisco). Other music segments with artists to be named are folk and western and Latin-American music, with some of the artists named and to be named also singing and playing examples of religious marches and blues....  
...Omnibus, which starts over NBC on Oct 20, alternate Sundays, 4-5:30pm NYT, will also have one evening hour program scheduled during the season. There will be 13 Sunday afternoon shows during the season, with two-thirds of the time already signed for by Union Carbide Corp and Aluminium, Ltd. The latter may take one-half the sponsorship of the lone evening hour.....ABC's Cowtown Rodeo, originally intended for Saturday evenings but knocked out when Billy Graham's New York Crusade decided to extend its commitment, will debut on August 1, Thursday, 8-9pm EDT, replacing a couple of documentary film series the net has been using to fill the spot since Circus Time went off. The show will use top rodeo performers competing for cash prizes, with Howard "Stoney" Harris as host and m.c., at Cowtown, N. J.....NBC's name for the new Lever Bros program which retain half the time currently filled by Lux Video Theatre is the Lever Variety Show and it will be seen Thursdays, 10-10:30pm EDT, in color, starting Sept 19. The title to be used when the show goes on the air depends on the weekly star-host.....NBC's color schedule for the fourth-quarter of 1957, actually the first quarter of the new 1957-58 TV season, will have 250 hours of color programming, compared to 149 hours for the fourth quarter of 1956. One might note that NBC has two giant color studios, two color studio-theatres and one Radio City studio for color in New York, two major studios in Burbank and one full color station (WNBQ) in Chicago.

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(MORE)





ABC will buck the "housewife" audience programs of the CBS and NBC afternoon lineups with a new net teen-age attraction out of Philadelphia, starting Aug 5. American Bandstand is the net title for WFIL-TV's Bandstand, starring 27-year-old Dick Clark as m.c., interviewer and disc jockey. The net program will be telecast 3-4:30pm EDT and will feature popular music, audience participation, teen-age dance contests and guest performances and interviews. The format is essentially the same as other teen-age "bandstand" programs seen in 15 to 20 cities of the country, with a few on a regular Monday thru Friday schedule. The WFIL-TV show has been seen with Dick Clark on a 2:30-5pm schedule, Monday thru Friday.

David Niven, in an interview published this week in Broadcasting-Telecasting magazine, outlined a basic problem facing TV film producers in Hollywood -- finding good stories, then getting them approved. "The trouble is that too many people have a hand in saying whether the story is right or not; it goes to the agency's office in Hollywood and from there to the office in New York and from there to the advertiser, where God knows how many executives have to see it, then back to the agency in New York and back to its Hollywood office and so, eventually, back to us." Meanwhile, actors who may have been tentatively assigned to the property have picked up other assignments and the writer is on another project, according to Niven, which means the story has to be further delayed before it can be produced on film. His answer to the problem: "Now, maybe this is too simple to work, but why couldn't authority be given to one man in the agency office in Hollywood with enough know-how about programming to be able to tell what kind of a program a story will make and enough knowledge of the sponsor's business to steer clear of any special taboos?" Mr. Niven apparently refuses to face up to an essential of present-day TV programming -- there's safety in numbers. Only a strong-minded producer, or radio-TV director, would have enough power to insist on certain vehicles for his programs, and the short history of TV says that this type doesn't come back for a second season. The hidden factor of sponsor control see to it.

It took an unusual combination of circumstances for Bing Crosby and Frank Sinatra to agree to that exchange of services -- Sinatra to appear on Crosby's first major live talent program with Crosby agreeing to appear on one of Sinatra's half-hour filmed programs. That latter condition was the key. Although Crosby might appear once live for the benefit of the old school -- the first program sponsored by the Edsel Division of Ford Motor Co., Sunday, Oct 13, 8-9pm EDT, will be packaged and produced by Gonzaga University -- his return favor has to be on film, in line with his often-stressed opposition to live appearances. Strangely enough, any other big name stars who have been linked with Crosby in the past, or might be of sufficient stature to co-star with him, are under contract to NBC and would not be permitted to appear on the "other" net. The Crosby show, preempting Ed Sullivan's program for one week, will provide a first-class platform for Sinatra to plug his own show, debuting with a live one-hour special on ABC on Saturday at the end of the same week.

Although CBS' KNXT(LA) pioneered in attempting special shows from Las Vegas last season (Fabulous Las Vegas, once monthly, via microwave remotes to LA), it will be NBC that will get the city on the network lines, with three special shows next season. Henry Jaffe's Coronet Productions will produce one-hour musical revue-variety programs, to be sponsored by Exquisite Form Brassiere, Inc thru Grey Advertising; the first on Nov 16, Saturday, 8-9pm NYT, the other two in March and May, 1958.....NBC also overcame Van Johnson's resistance to TV by agreeing to film a 90-minute musical version of "The Pied Piper of Hamelin" story, to be presented Nov 26, Tuesday, time to be announced. Liggett & Myers Tobacco Co will sponsor the show, to be produced by Hal Stanley, directed by Bretaigne Windust, with filming to begin Aug 19 at California Studio in Hollywood. Kay Starr will co-star, with Lori Nelson in a featured role.....The Thin Man, starring Peter Lawford and Phyllis Kirk, will debut over NBC on Sept 20, Fridays, 9:30-10pm EDT, sponsored by the Colgate-Palmolive Co. The MGM-TV





film series will be produced by Ed Beloin, movie writer and former NBC producer, with Sam Marx as exec producer. Ben Starr, who did the pilot script and was listed as associate producer, is off the show.....Sinatra's ABC film shows, due to start production on July 8, had production postponed three times until the final agreements were signed. The series will have a speeded-up schedule thru August..... Joseph Hoffman, formerly a Screen Gems producer on the Ford Theatre series, will be producer of the Colt .45 series for Warner Bros. Warner's, which will produce four films for AT&T's one-hour science film series, sponsored on TV in the name of the Bell Telephone System, has signed Owen Crump to produce them. The first four of the Bell color programs were produced and directed by Frank Capra.....Desilu Productions has so much production on its schedule that it is now using three studios in addition to its own Motion Picture Center. The Walter Winchell File is being done at Paramount-Sunset, The Lineup is at RKO-Pathé and The Adventures of Jim Bowie, previously done at RKO-Pathé, will be filmed by Desilu in a studio rented at the Fox Western Ave lot.

The new Jack Paar version of Tonight will provide variety talent with a little more of a meal ticket than previous versions of the nighttime variety show because it will not use regulars, but will sign talent to appear for periods of two to five days. The only performing regular talent on the show will be Paar and his long-time musical sidekick, pianist Jose Melis. Garth Dietrick, who has been producer of Home, has replaced Barry Shear as the director of the show. Perry Cross will produce. (An NBC release says of Paar, "Because of his wit and knack with an ad lib, much of the show will be impromptu." No mention of writers, although the word is that there are at least three -- presumably to write the intros for the ad libs).....Jack Benny is spending a European "vacation" this way: He's due to fly next Saturday with his wife, Mary Livingstone, from Hollywood to Copenhagen, then go to London for three days to discuss plans for his 90-minute spectacular for the BBC in London on August 28. Gisele Mackenzie will join Benny in London for the contract discussions. After the three days, the Bennys will go to Paris, the south of France, and Rome, then return to London for rehearsals for the BBC show. They'll fly back to New York, spend one day of the weekend here and be in Hollywood on Sept 1, to begin preparations for his new CBS season.

Wes Barry, who has been associate producer, has been signed by Screen Gems as producer of the new Wild Bill Hickok series which the company acquired from William F. Broidy Productions. The program, which has been seen over the CBS net, will be shown over the ABC net, Mondays, 5-5:30pm EDT, starting Sept 9.....Lindsley Parsons will go into production on 39 episodes of The Gray Ghost for CBS Television Film Sales, for syndication sale and October air-dates. Tod Andrews will star in the title role as legendary John Singleton Mosby, head of the Confederacy's "Mosby's Rangers" in Virginia during the Civil War. Featured players will include Mark Dana and Phil Chambers. The Virginia countryside will be simulated in a Northern California location and in Hollywood.

ABC's schedule problems are slowly shaping up, but missing from discussions are some of the previously touted shows that were tested in local TV over KABC-TV(LA). The net has gotten off a partial hook on The Guy Mitchell Show by selling it to Max Factor & Co for Mondays, 8-8:30pm NYT, starting Oct 7. The program had been set for Saturdays, 10-10:30pm, to be sponsored by Revlon, but first Revlon cut back to a half sponsorship, then decided it wanted out when it surveyed its multi-network sponsorship commitments for the fall.....For afternoon programming, ABC has about set on a Monday thru Friday live version of Don Fedderson's former filmed CBS show, Do You Trust Your Wife, with a new m.c. taking over the Edgar Bergen role as quizmaster.





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## WEEKLY REPORT

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Monday (July 29)

NBC- 11:15pm-1am EDT, Mon thru Fri; DEBUT - Tonight - LIVE from WRCA-TV(NY), 61 stations live, 7 quick kine. § Sponsors- Participations. § Pkgr- NBC-TV(NY); Exec Prod- Richard Linkroum; Prod- Perry Cross; Assoc Prod- Ed Cosgrove; Dir- Garth Dietrick; Assoc Dir- Dick Gillespie; Music Dir- Jose Melis; Writer- Jack Douglas; Continuity Writer- Paul Keyes; Talent Coordinator- Patti Ruben. § Jack Paar is the star of this completely new show under the old Tonight title, featuring comedy, music and conversation. Pianist Jose Melis will be the only performing regular on the show, in addition to Paar. Melis will conduct a 12-piece orchestra, play the piano and join Paar in banter. Guest talent will appear for periods of two to five days a week. Other guests will be unusual or interesting personalities appearing for interviews or in spot features. The new show succeeds Tonight! - America After Dark (last show July 26) in this time spot.

#### Thursday (August 1)

ABC- 8-9pm EDT; DEBUT - Cowtown Rodeo - LIVE remote via WFIL-TV(Phila), to the net. § Sustaining. § Pkgr & Prod- Howard "Stoney" Harris; production staff from WFIL-TV(Phila). § Harold "Stoney" Harris is m.c.-host for events in the rodeo arena of his 14,000-acre ranch at "Cowtown," N. J., featuring top rodeo riders competing for cash prizes in regular rodeo events. The program replaces two half-hour documentary film series in this spot.

#### Sunday (August 4)

CBS- 3-5pm EDT; SPECIAL - National A.A.U. Swimming and Diving Championships - LIVE from WCAU-TV(Phila), to the net. § Sustaining. § Pkgr- CBS Sports Dept(NY); Exec Prod- Pete Molnar; production staff from WCAU-TV(Phila). § Telecast of the National A.A.U. Men's Swimming and Diving Championships from Fairmount Park in Philadelphia. The program is in open time.

### OTHER NETWORK CHANGES & ADDITIONS

CBS- Ed Sullivan Show (Sun, 8-9pm NYT) Dan Dailey is m.c. in place of vacationing Ed Sullivan, July 28 and August 4.

Strike It Rich (Mon thru Fri, 11:30am-12noon NYT) Warren Hull is on vacation during August. Replacement m.c.'s named thus far are Don Ameche, August 1 thru Aug 9, and Joe E. Brown, August 12-16, with other replacements to be named.

I've Got A Secret (Wed, 9:30-10pm NYT) Garry Moore is on vacation for six weeks beginning July 22. Replacement hosts are Bill Cullen, July 24; Henry Morgan, July 31, and Hal March, August 7, 14, 21 and 28.

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OTHER NET CHANGES





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THE BIG BEAT                      ABC 10pm                      ADD: Eileen Rodgers(S).

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STEVE ALLEN SHOW                      NBC 8pm                      ADD: Shelley Winters(A).

[illegible]

STUDIO ONE SUMMER THEATRE      CBS 10pm      The Human Barrier; (O) Richard DeRoy; with Skip Homeier, Patricia Smith, John Beal, Pat Hingle, Phil Bourneuf, Henderson Forsythe, Florence Anglin, Fred Scollay, Fred Campanella, Peter Von Zerneck, Tom Middleton; Dir - Perry Lafferty.

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NAT KING COLE SHOW                      NBC 10:30pm                      Sammy Davis Jr.(S-D), The Hi-Lo's(S).



WEDNESDAY JULY 31  
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VIC DAMONE SHOW	CBS 8pm	Lilo(S), Gogi Grant(S), Arnold Stang(C), The Gene Krupa Quartet(M), Lee Sherman & Dancers, The Spellbinders(S).
KRAFT THEATRE	NBC 9pm	<u>Success</u> ; (O) Virginia Radcliffe & William Hurst; with Kent Smith, Everett Sloane, Ann Rutherford, Eileen Heckart, Arch Johnson, John Gibson, Tuesday Weld; Dir - David Greene.
US STEEL HOUR	CBS 10pm	<u>The Change In Chester</u> ; (O) Arthur Hailey; with John McGiver, Mary Sinclair, Tom Poston, Alan Hewitt, Barbara Hall, Marcel Hillaire; Dir - Don Richardson.

THURSDAY AUGUST 1
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|                                      |            |                                                                                                                                                                                             |
|--------------------------------------|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| COWTOWN RODEO                        | ABC 8pm    | <u>PREMIERE</u> : Coming from the rodeo arena of the Howard "Stoney" Harris ranch at Cowtown, N.J. Producer & emcee - Howard Harris.                                                        |
| CLIMAX!<br>(Art Gilmore)             | CBS 8:30pm | <u>The Giant Killer</u> ; (O) Mann Rubin; with Dane Clark, Inger Stevens, Shepperd Strudwick, Jerry Colonna; Dir - Buzz Kulik.                                                              |
| LUX VIDEO THEATRE<br>(Ken Carpenter) | NBC 10pm   | <u>Dark Hammock</u> ; (O) Mary Orr & Reginald Denham; (A) Sanford Barnett; with Barton MacLane, Francis Reid, Jean Carson, Mary Wickes, Forrest Lewis, Ruby Dandridge; Dir - Norman Morgan. |

FRIDAY AUGUST 2  
 ~~~~~

<u>Date With The Angels</u> (Bill Williams, Betty White)	ABC 9:30pm	<u>Pique's Peak</u> ; with regulars & Ted DeCorsia, Wally Brown, Dave Willock; (SW&SD).
THE BIG BEAT (Alan Freed)	ABC 10pm	Al Hibbler(S), The Four Coins(S), Gogi Grant(S), Mickey and Sylvia(S-M), Jerry Lee Lewis(S), The Tyrones(S).

MULTIPLE & ACROSS-THE-BOARD SHOWS JULY 29 - AUGUST 2
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|                                   |             |                                                                                                                                                                                                                                                                                            |
|-----------------------------------|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| JIMMY DEAN SHOW                   | CBS 7am     | Elton Britt(S), will be the special guest this week.                                                                                                                                                                                                                                       |
| CLUB 60<br>(Dennis James)         | NBC 1:30pm  | with regulars only.                                                                                                                                                                                                                                                                        |
| NBC MATINEE THEATRE               | NBC 3pm     | 7/29 - Ann Veronica; (O) H.G. Wells; (A) Ronald Gow; 7/30 - Boys Will Be Men; (O) Harry Junkin; 7/31 - The Forbidden Search; (O) Don Stanford; (A) William Altman; 8/1 - The Fawn With The Crooked Leg; (O) Lucile Duffy; 8/2 - Sunday in Sonora; (O) James Dombrowski; (A) Shelley Stark. |
| MODERN ROMANCES<br>(Martha Scott) | NBC 4:45pm  | <u>Portrait of Jenny</u> ; (O) Elinor Lenz; with Georgann Johnson, John Kellogg, Cort Benson, Dorothy Elder, Harry Worth.                                                                                                                                                                  |
| TONIGHT, WITH JACK PAAR           | NBC 11:15pm | <u>PREMIERE</u> : 7/29 - Helen O'Connell(S), Johnny Johnston(S); 7/30 - Genevieve(S), Johnny Johnston(S); 7/31 - Mary Mayo(S), Johnny Johnston(S); 8/1 - Genevieve(S); 8/2 - Mary Mayo(S). Prod - Perry Cross; Dir - Garth Dietrick; Orch. - Jose Melis.                                   |





SATURDAY AUGUST 3  
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|                                       |             |                                                                                                                                                                    |
|---------------------------------------|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| TRUE STORY<br>(Kathi Norris)          | NBC 12N     | <u>The Destructive Angel</u> ; (O) Michael Morris; with Patricia Wheel, Bill Daniels, David White, Walter Brooke, Carol Porter.                                    |
| JULIUS LA ROSA SHOW                   | NBC 8pm     | Elaine Malbin(S), Joey Adams(C), Al Kelly(C), Rose Marie(S), The Frankie Carle Trio(M), The Maxwells (novelty).                                                    |
| <u>George Sanders Mystery Theatre</u> | NBC 9pm     | <u>And The Birds Still Sing</u> ; with Mae Clark, John Archer, Tristram Coffin, Havis Davenport, Mary Webster, John Berardino; Author & Dir credits not available. |
| COUNTRY MUSIC JUBILEE                 | ABC 10pm    | Carl Smith(S).                                                                                                                                                     |
| JIMMY DEAN SHOW                       | CBS 10:30pm | Les Paul & Mary Ford(S-M).                                                                                                                                         |

SUNDAY AUGUST 4  
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|                                    |             |                                                                                                                                                                                          |
|------------------------------------|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| LOOK UP AND LIVE                   | CBS 10:30am | <u>The Legend of Saint Christopher</u> ; (O) Mortimer Frankel; with Bob Blackburn, Pat Meilkle, Tommy White, Judy Sanford, Seth Edwards, Peter Lazer, Lou Halpin.                        |
| ED SULLIVAN SHOW                   | CBS 8pm     | Dan Dailey(A-S), Marion Marlowe(S), Herb Score, Kirby Stone Four(C), Jay Lawrence(C), Chiquita & Johnson(D), The Everly Bros.(S), Cesare Valletti(S), All-American Chorus from Colorado. |
| STEVE ALLEN SHOW                   | NBC 8pm     | Marie McDonald(A-S), Floyd Patterson, Jack E. Leonard(C), Brenda Lee(S), Don Rondo(S), The Four Diamonds(S).                                                                             |
| GOODYEAR PLAYHOUSE                 | NBC 9pm     | <u>Weekend In Vermont</u> ; (O) Ernest Kinoy; with Dorothy Stickney, Howard Lindsay, Patricia Barry, Tony Randall; Dir - Herbert Hirschman.                                              |
| <u>The Web</u><br>(William Bryant) | NBC 10pm    | <u>Kill And Run</u> ; (O) Robert Leslie Bellem, Jerry Davis; with James Darren, DeForest Kelley, Robert Anderson, Bing Russell, Connie Dugovic, Marianne Stewart; Dir - Walter Doniger.  |



# ROSS REPORTS—TELEVISION INDEX

JULY 31, 1957

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VOLUME 9 NUMBER 31 A

EDITOR: Jerry Leichter

PROGRAMS · ADVERTISERS · TALENT

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## MID-WEEK SPECIAL

### NEWS - COMMENT - POSSIBILITIES

The Verdict Is Yours is the new title for the former You Are The Jury, debuting over CBS on Sept 2, Mon thru Fri, 3:30-4pm EDT, with Jim McKay as the "television reporter.".....Tammy Grimes will replace Barbara Nichols as the star of the Aug 7 Kraft Television Theatre comedy, "Sextuplets!" Miss Nichols was seriously injured in an automobile accident.....Valiant Lady, which stuck around on CBS for several weeks past its intended termination date, finally leaves Aug 16, being succeeded starting August 19 by Hotel Cosmopolitan, a Mon thru Fri strip packaged by CBS, but produced for the net by Roy Winsor Productions.

NBC's 1957-58 schedule of special series and specials, thru next summer, lists the play dates and some program notes for shows previously announced: Dean Martin will star on two music-variety programs, with the first set for Oct 5, Saturday, 10-11pm. His ex-partner, Jerry Lewis, who starred on two special programs last season, will have six during next season; the first on Nov 5, Tuesday, 9-10pm NYT; others following on Dec 13, Friday, 8-9pm NYT; Jan 21, Tuesday, 9-10pm NYT; Feb 18, Tuesday, 8-9pm NYT; April 14, Monday, 8-9pm NYT, and May 16, Friday, 10-11pm NYT.....The new Shirley Temple fairy tale series kicks off Jan 12, Sunday, 8-9pm NYT and will then be seen: Feb 2, Sunday, 6:30-7:30pm NYT; Feb 19, Wednesday, 7:30-8:30pm NYT; March 5, Wednesday, 7:30-8:30pm NYT; March 23, Sunday, 6:30-7:30pm NYT; April 18, Friday, 7:30-8:30pm NYT; May 22, Thursday, 7:30-8:30pm NYT; June 8, Sunday, 8-9pm NYT; July 15, Tuesday, 8-9pm NYT, and August 19, Tuesday, 8-9pm NYT. The remainder of the 16 programs scheduled for the series will be seen during the fall of 1958.....Hallmark Hall of Fame will open its six-program series on Oct 17, Thursday, 9:30-11pm NYT, property to be announced; then will be seen Nov 18, Monday, 9:30-11pm NYT; Dec 15, Sunday, 6:30-8pm NYT (with a special Christmas show); Feb 9, Sunday, 6:30-8pm NYT (Maurice Evans starring in Shakespeare's "Twelfth Night"); a production scheduled for either March 17, Monday, or March 30, Sunday, 5:30-7pm NYT; ending its season on April 25, Friday, 9:30-11pm NYT, with Evans starring in "Dial M for Murder.".....Other gleanings from the NBC listings: The first Texaco Command Appearance on Sept 19, Thursday, 10-11pm EDT, will honor Ed Wynn, with production by Ezra Stone. Other programs in this series are not set.....Standard Oil's 75th Anniversary show, a musical variety program, will be on Oct 13, Sunday, 9-10:30pm NYT.....A special Oldsmobile announcement show will be presented on Nov 4, Monday, 9-9:30pm NYT.....The one-time Omnibus nighttime program will be on Jan 14, Tuesday, 8-9pm NYT.....The Emmy Awards presentations will be on March 18, Tuesday, 9-10:30pm NYT, while the motion picture Oscars will be presented on March 26, Wednesday, 10:30pm-12:15am NYT....."Amahl and the Night Visitors," will again be scheduled during the holiday season.....NBC Opera Theatre will present five productions (including "Amahl"), with four of them on Sunday afternoons this season; the first on Dec 8, Sunday, 2-4pm NYT.....Other specials have been listed previously, such as the Bob Hope series, "Pinocchio," "The Pied Piper," and the alternate Sunday Wide Wide World and Omnibus series.







Even though NBC's production of "Annie Get Your Gun" (Nov 27, 8:30-10:30pm NYT) is still four months away, the net is ready to begin intensive promotion on the Irving Berlin musical, which will star Mary Martin and John Raitt. A pre-TV stage version of the musical (presented on Broadway from May, 1946, to February, 1949) will open Aug 25 in San Francisco and then move to Los Angeles on Oct 7 for a five-week run there before its one-time telecast. The photos for the TV promotion were made last week in Hollywood, with more sessions set during the run of the show on the Coast.....George Gobel's writing staff for next year will be repeaters Elon Packard and Harry Winkler, joined by Milt Rosen and Jack Brooks.....Kukla, Fran and Ollie returned to the ABC net Monday (Mon thru Fri, 7-7:15pm EDT) for a final five-week run in ABC evening time to finish out its commitment for the four-city sponsor, Gordon Baking Co (other cities show the program co-op). Beginning Sept 2, ABC will bring back Kukla's summer replacement, Sports Focus, which will become a regular net program in the time spot for the fall season. Howard Cosell presents sports news, features and interviews on the sports show.....Wayde Preston will be in the lineup of the fall season's Western heroes as the star of the ABC-Warner Bros. film series, Colt .45. He'll play the well-dressed and well-armed Christopher Colt, "gun salesman on a secret mission for the Federal Government to smoke out the lawless elements who hold the frontier in a reign of terror." (He could make a fortune just visiting the Hollywood studios to lease his guns on 13-week, 26-week and 39-week deals for next season -- with lower rates for those who survive to go into summer re-run).

The Pat Boone Show, starting over ABC, Oct 3, Thursday, 9-9:30pm NYT, will be packaged and produced by General Artists Bureau, Inc., GAC subsidiary. Producer will be Joseph Santley, with Frank Satenstein directing. Mort Lindsey will direct the musical backing and Selma Diamond and Jerry Seelen are the writers.....The Patrice Munsel Show, ABC, Fridays, 8:30-9pm NYT, starting Oct 18, is being packaged by M-S Productions, Inc., thru the William Morris Agency, with Robert Schuler as exec producer. Clark Jones will be producer and director, with Charles Sanford as musical director and Hugh Martin handling arrangements and the chorus. Larry Gelbart will write the show.....Milton Berger, at CBS, will handle talent booking for Patti Page's The Big Record, starting Sept 18, Wednesdays, 8-9pm EDT. Interested in big name talent only.....Arthur Arent is the new story editor at the Theatre Guild for U. S. Steel Hour, succeeding Dorothy Hechtlinger.

Jack Gould of The New York Times raised an unholy fuss among the top network brass with his front page claim last Thursday that "The television industry, which for ten years has thought in terms of continuing boom, is experiencing the 'softest' demand for air time that it has ever known." CBS was in the vanguard in producing statistics to show that CBS sales were ahead of last year in order to refute the Gould statements. The Gould piece, if it served no other purpose, demonstrated the power of the writer and his paper in exciting the industry when he touches on the financial elements of TV. While everyone jumped on Gould's lead, they stayed away from his comments about the uneasiness in the industry about the first and second option periods on some of the new series. Third-quarter financial reports for some prominent advertisers, if not as expected, could affect advertising budgets -- and some trade paper writers are panting to be the first to note signs of a "panic." The Gould story certainly influenced Robert Sarnoff's press conference Monday, during which he outlined NBC's specials for the coming season, noting that, aside from some of the special projects and public service shows, they have already brought in 40 million dollars in gross billings. If there is any evidence of 'softness' in the coming season, it is in the caution displayed by some agencies and advertisers who have hesitated to commit several million dollars for series that either might fail on their own through lack of enough audience, or might get sluggish by an unexpected success of an opposing show. There may not be any clear-cut victories in the coming season, but the sponsors would like to have some assurance of a reasonable success with their new properties.





# ROSS REPORTS—TELEVISION INDEX

AUGUST 5-11, 1957

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VOLUME 9

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## WEEKLY REPORT

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Monday(August 5)

ABC- 3-4:30pm EDT, Mon thru Fri; DEBUT - American Bandstand - LIVE from WFIL-TV (Phila), to the net. § Sponsors- Participations. § Pkgr- ABC-TV with WFIL-TV(Phila); Prod- Tony Mammarella; other credits not available. § Audience participation program for teen-agers, with studio dancing, dance contests and guest performances and interviews with top recording stars, all presided over by Dick Clark as m.c. The net program is an outgrowth of the local WFIL-TV program, Bandstand, which began on the station in Oct 1952 and has had Clark as m.c. since July, 1956. The new net program replaces Afternoon Film Festival (last show August 2).

#### Friday(August 9)

ABC- 9:30pm-12:30am EDT; SPECIAL - College All-Star Football Game - LIVE from WBKB(Chi), approx 176 stations live. § Segment Sponsors- 1) Pabst Brewing Co (Beer) thru Norman, Craig and Kummel, Inc(Chi); Acct Exec- Gerard Bissinger; full net, first and fourth quarters. 2) Standard Oil Co of Indiana thru D'Arcy Advertising Co(Chi); Acct Superv- W. C. Edwards; midwest regional stations, second and third quarters. 3) The Pure Oil Co thru Leo Burnett, Inc (Chi); Acct Superv- Norman LeValley; midwest and southwest regional stations, second and third quarters. § Pkgr- ABC Special Events(Chi); Prod- Con O'Dea; Dir- Jim Holmes. § The annual contest between college football stars and the world champions of professional football, this year the New York Giants. The event was begun and is still promoted by Chicago Tribune Charities, Inc., at Chicago's Soldier's Field.

#### Saturday(August 10)

CBS- 5-5:30pm EDT; RETURN - Racing From Saratoga - LIVE remote to WCBS-TV(NY), to the net. § Sustaining. § Pkgr- CBS Sports(NY); Exec Prod- Judson Baily; Prod & Dir- Bob Quinlan. § A series of four telecasts on Saturday afternoons of stake races at Saratoga Race Track in Saratoga Springs, N. Y., during the month of August, thru Aug 31. Bryan Field will handle the race descriptions.

#### Sunday(August 11)

ABC- 9-10pm EDT; SPECIAL - Gold Cup Race - LIVE from KING-TV(Seattle), to the net. § Sustaining. § Pkgr- KING-TV with ABC-TV Special Events; production by KING-TV staff. § Telecast of the final heat of the annual competition among unlimited hydroplanes for the Gold Cup on Seattle's Lake Washington.

### OTHER NETWORK CHANGES & ADDITIONS

ABC- Kukla, Fran & Ollie (Mon thru Fri, 7-7:15pm EDT) Returned for five weeks, beginning July 29, replacing Sports Focus, which will return Sept 2.

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THIS WEEK

ROSS REPORTS—TELEVISION INDEX, Service Subscription Rates: \$110 per year (or \$30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates. Service includes: Weekly reports on current television production, programs, advertisers, talent movements; unlimited telephone and mail information service; periodic reports on special aspects of television; semi-annual and annual industry surveys, and The Television Index card file.





TALENT SHOWSHEET AUGUST 2 - AUGUST 11  
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Most of the shows on August 2,3,4, were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday August 9. Script identifications used are: (O) Original, (A) Adaptations, (SD) Staff-Directed, (SW) Staff-Written. Performers are identified as singer (S), actor (A), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally only first runs of a film series are listed. During the summer when many shows are re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listing) are: Adventures of Rin-Tin-Tin, Adventures of Robin Hood, Blondie, Jim Bowie, Broken Arrow, The Buccaneers, Burns & Allen, Cheyenne, Circus Boy, Conflict, Joseph Cotten Show--On Trial, Crossroads, Bob Cummings Show, Father Knows Best, Ford Theatre, General Electric Theatre, Gunsmoke, Alfred Hitchcock Presents, Lassie, Life & Legend of Wyatt Earp, Life of Riley, Millionaire, Mr. Adams & Eve, Navy Log, Panic, People's Choice, Playhouse 90, Private Secretary, Phil Silvers Show, Telephone Time, 20th Century-Fox Hour, Wire Service, You Are There.

SATURDAY AUGUST 3
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|                       |          |                   |
|-----------------------|----------|-------------------|
| COUNTRY MUSIC JUBILEE | ABC 10pm | ADD: Del Wood(M). |
|-----------------------|----------|-------------------|

SUNDAY AUGUST 4  
 ~~~~~

LAMP UNTO MY FEET	CBS 10am	Something For Bernice; (O) Mayo Simon; with Lila Lee, James Kirkwood, Sr., James Kirkwood, Jr.; Dir - John Desmond.
ED SULLIVAN SHOW	CBS 8pm	ADD: Venetia Stevenson.
STEVE ALLEN SHOW	NBC 8pm	DELETE: Floyd Patterson.

MONDAY AUGUST 5
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|                                                           |            |                                                                                                                                                                                               |
|-----------------------------------------------------------|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| GEORGIA GIBBS SHOW                                        | NBC 7:30pm | Eddie Heywood(M).                                                                                                                                                                             |
| <u>Talent Scouts</u>                                      | CBS 8:30pm | (Coming from Seattle, Wash.) Billy Strange(S), The Gay-Bon-Lynn Trio(S), Georgianna Garner(S).                                                                                                |
| <u>Those Whiting Girls</u>                                | CBS 9pm    | with regulars & Vinton Hayworth; (SW&SD).                                                                                                                                                     |
| TOP TUNES & NEW TALENT<br>(Lawrence Welk)                 | ABC 9:30pm | Fran Irwin(S), Arthur Fairchild(novelty), The Kopper Kings(M).                                                                                                                                |
| <u>Richard Diamond, Private Detective</u> (David Janssen) | CBS 9:30pm | No information available at press time.                                                                                                                                                       |
| ARTHUR MURRAY PARTY                                       | NBC 9:30pm | Bert Lahr(C), Gypsy Rose Lee(author), June Havoc(C), Jack E. Leonard(C), Paul Winchell(ventril), Bambi Linn(D), Rod Alexander(D).                                                             |
| STUDIO ONE SUMMER THEATRE                                 | CBS 10pm   | <u>My Mother And How She Undid Me</u> ; (O) Theodore Apstein; with Eddie Bracken, Larry Blyden, Ann Jackson, Margaret Hamilton, Nita Talbot, Lorri March, Fred Stewart; Dir - Seymour Robbie. |

TUESDAY AUGUST 6  
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Meet McGraw (Frank Lovejoy)	NBC 9pm	The Florentine Shield; with regulars; (SW&SD).
IT'S POLKA TIME	ABC 10pm	The Edelweiss Bavarian Folk Dancers.
NAT KING COLE SHOW	NBC 10:30pm	Harry Belafonte(S), The Merry Macs(S).
SPIKE JONES SHOW	CBS 10:30pm	Ray Anthony(M), The Axidentals(S).

WEDNESDAY AUGUST 7
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|                 |         |                                                                                                                                                                                              |
|-----------------|---------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| VIC DAMONE SHOW | CBS 8pm | Jaye P. Morgan(S), Jack Whiting(S-D), Sandra Deel(S),<br>Ketty Lester(S).                                                                                                                    |
| KRAFT THEATRE   | NBC 9pm | <u>Sextuplets</u> ; (O) John Mortimer; with Ferlin Husky,<br>Fred Gwynne, Tammy Grimes, William Redfield, Ruth<br>White, Mike Kellin, Kenny Delmar, Jack Weston;<br>Dir - William A. Graham. |

THURSDAY AUGUST 8  
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CLIMAX! (Art Gilmore)	CBS 8:30pm	<u>Trail of Terror</u> ; (O) Seeleg Lester; with Robert Preston, Diana Lynn, Kurt Kasznar; Dir - Paul Nickell.
LUX VIDEO THEATRE (Craig Stevens)	NBC 10pm	<u>Barren Harvest</u> ; (O) C.M. Nelson; (A) Henry F. Greenberg; with Grant Williams, Vaughn Taylor, Mabel Albertson, Audrey Dalton, Byron Foulger, Florenz Ames, John Arthur; Dir - Norman Morgan.

FRIDAY AUGUST 9
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|                                                             |            |                                                                                                                                                                                                                                              |
|-------------------------------------------------------------|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Date With The Angels</u><br>(Betty White, Bill Williams) | ABC 9:30pm | Pre-empted by Collega All Star Football game.                                                                                                                                                                                                |
| <u>Schlitz Playhouse</u>                                    | CBS 9:30pm | <u>Hands Of The Enemy</u> ; (O) Charles Caldwell Dobie;<br>(A) John McGreevey & Joel Murcott; with Kevin Mc-<br>Carthy, Michael Landon, Rhys Williams, DeForest<br>Kelley, David Hoffman, Jean Allison, Hope Summers;<br>Dir - Paul Henreid. |
| THE BIG BEAT<br>(Alan Freed)                                | ABC 10pm   | Pre-empted by College All Star Football game.                                                                                                                                                                                                |

MULTIPLE & ACROSS-THE-BOARD SHOWS AUGUST 5 - AUGUST 9  
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JIMMY DEAN SHOW	CBS 7am	Guests this week will be Les Paul & Mary Ford(S-M).
CLUB 60 (Dennis James)	NBC 1:30pm	with regulars only.
AMERICAN BANDSTAND (Dick Clark)	ABC 3pm	<u>PREMIERE</u> : Guests this week include; Billy Williams (S), The Chordettes(S), Joni James(S), Don Rondo(S), Dale Hawkins(S).
NBC MATINEE THEATRE	NBC 3pm	8/5 - <u>The Rose Bush</u> ; (O) Blanche Hanalis; 8/6 - <u>Finley's Fan Club</u> ; (O) Robert James; 8/7 - <u>Laugh</u> <u>A Little Tear</u> ; (O) Gerald Sanford; (A) Robert Thompson; 8/8 - <u>The Invisible Man</u> ; (O) H.G. Wells; (A) Robert Esson; 8/9 - <u>Where Angels Fear To</u> <u>Tread</u> ; (O) Edwin Rutt; (A) George Lowther.
MODERN ROMANCES (Martha Scott)	NBC 4:45pm	<u>Ticket To Danger</u> ; (O) Michelle Cousin; with Zolya Talma, Martin Newman, Ronald Dawson, Ed Peck.
TONIGHT! (Jack Paar)	NBC 11:15pm	Guests for this week will be: Dick Haymes(S), Fran Warren(S), Hans Conried(A), Dody Goodman(S), Louis Nye(C), Richard Armour, Sigmund Spaeth.

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TRUE STORY (Kathi Norris)	NBC 12N	Tea Is For Terror; (O) Leon Tokatyan; with Jan Miner, Minnie Jo Curtis, Patricia Sales, Lawrence Weber, Ralph Dunn.
JULIUS LA ROSA SHOW	NBC 8pm	Lou Carter(M), Johnny Mathis(M), Victor Julian & His Pets, Corbett Monica(C).
<u>George Sanders Mystery Theatre</u>	NBC 9pm	Try It My Way; (O) Whitfield Cook; with Jerry Paris, Jeanne Cooper, Gilbert Frye; Dir - Fletcher Markle.
COUNTRY MUSIC JUBILEE	ABC 10pm	Patsy Cline(S), Sonny James(S).
JIMMY DEAN SHOW	CBS 10:30pm	Johnny Cash(S).

[illegible]

LAMP UNTO MY FEET LOOK UP & LIVE	CBS 10am CBS 10:30pm	The Wood; (O) Robert Lavener; Dir - James MacAllen. <u>Bernadette of Lourdes</u> ; with the Mary Anthony Dancers; Bette Shaler, Jane Dudley, Jay Gitlin, Elna Rapp. (O) Rose Leiman Schiller.
ED SULLIVAN SHOW	CBS 8pm	Jayne Mansfield(A), Mickey Hargitay(A), Buddy Knox (S), Charlie Applewhite(S), Peter Palmer(S), The Texans(S-C), Pfc. James Tillman(C), Pfc. Norbert Kreisch(acro), WAC Pfc Anna Lamitie(judo), Pfc. Roman Ancho, Jr. (S), The Dixielanders(S), Pvt. Alan Kohan(C), Pvt. Robert Dishy(C), The Birk Twins (acro), Carl Manulkin(S), Pfc. Carl Wright(D).
ALCOA HOUR	NBC 9pm	<u>The Trouble With Women</u> ; (O) John Whedon; with Walter Matthau, Audrey Christie, Hiram Sherman, Jeff Harris, Shirley Standlee; Dir - Fielder Cook.
STEVE ALLEN SHOW	NBC 8pm	Jane Russell(A-D), Ferlin Husky(S), Larry Storch(C).
<u>The Web</u> (William Bryant)	NBC 10pm	<u>Added Attraction</u> ; (O) Frank Cockrell; with Judson Pratt, Thomas Coley, Maxine Cooper, Karl Swenson, William Boyett, John Shay, Rory Mallinson; Dir - Walter Doniger.

ROSS REPORTS—TELEVISION INDEX

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MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

Leave it to Beaver is the title for the domestic comedy series, originally sold as Wally and the Beaver. The program debuts Oct 4, Fridays, 7:30-8pm NYT over CBS, sponsored alternate weeks by Remington Rand thru Compton Advertising. The series will concern itself with the trials and adventures of two small boys and their parents, with Hugh Beaumont and Barbara Billingsley co-starring as Ward Cleaver and his wife June with eight-year-old Jerry Mathers as Beaver Cleaver and 12-year-old Tony Dow as his older brother Wally. Creators and writer-producers are Joe Connelly and Bob Mosher, with Gomalco Enterprises as the producing organization..... Another Gomalco Enterprises program, The Show of George Gobel, has really admitted defeat in trying to counter a successful identification set by Gobel during his first season on the air. Jeff Donnell, who has periodically played the role of Gobel's wife Alice on the comedian's programs, and at one time was dropped from Gobel's Saturday night program, will make six appearances during the coming season on his new one hour Tuesday evening program. John Scott Trotter is the only other major hold-over from the half-hour series, as music conductor and occasional foil. The new Gobel producer-director will be Alan Handley.....Dr. Frank Baxter, the U.S.C. professor of English who has become a successful television entertainer, will be the host and narrator for ABC's Telephone Time series, replacing John Nesbitt, beginning with the program of Sept 10.....Everett Sloane will play the lead in the NTA-Desilu series, Official Detective, playing the part of an investigator for "Official Detective" magazine, which provides the documentation for the program. Sloane is the only permanent member of the cast, acting as narrator and introducing each episode's storyline.

One hour live dramas have changed swiftly from the glamor children of television to step-grandmother status, following the capricious nature of the medium. Westinghouse's Studio One, could end its nine-year run this December if often-denied rumors finally become fact. Kraft Television Theatre, now in its eleventh year, is reported to be struggling to stay alive with upped budgets expected to counter vague network displeasure with its audience pull. Some grumblers have cited the end of Robert Montgomery Presents and the coming bow-out of Alcoa Theatre-Goodyear Playhouse as evidence of the "betrayal" of the best in regularly-scheduled live television drama. The fall debut of Suspicion with its 22 live dramas out of 42 programs to be presented during the year is viewed as a temporary condition designed to permit the producers to work into an all-film series slowly as was done with General Electric Theatre, previously a live and film series. The major future hope of discerning critics is that videotape, which has proven that it is a more faithful duplication of live television than any other facsimile process, may help live television to come back. Taping will eliminate the bugaboo of sub-standard kinescoped program repeats, one of the several factors that contributed to the replacement of live drama programs by filmed series. Film, of course, has too firm a hold to be threatened in its position

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(MORE)

as king of bread-and-butter television, but the 1957-58 season may prove to be a year of forced decision for certain types of filmed programming. If the one-hour programs to be filmed for next season can hold or build audiences then one may have to kiss goodbye to live television drama with its excitement and challenges. Thus far, only a Western series has survived as a one-hour filmed series, and it is entirely possible that a surfeit of cowboys and roving Army officers may even take the edge off that one next season. If legends or fairy tales can generate on film the excitement that a few similar programs have already achieved in live form, than that might be the final clincher for those who decide whether programming fare in the evening should be live or film. There are two possible answers for the future -- for both sponsors and networks -- if they are serious in their wishes to have programs that will sell products and also be superior to ordinary program fare in every market area. The great live drama series may be wearing out their time franchises. No one seems to have considered that no matter how inviting the weekly stars and weekly dramas, television viewer patterns have changed. The quality of live television drama may not have changed, but all entertainment industries patterns have shifted over the years. One answer, a daring one, to the question of survival may be for a program and its sponsor to move to a new time period -- or for a new sponsor to open up a previously-unexplored period. The second answer to the question is possible because videotape has achieved its present quality, and because one of the querulous criticisms of live television drama is that great programs (great because of the combination of writing and producing and the crackling tension of acting "live"), go down the drain, never to be seen again. Taped repeats of well-received programs, offered periodically, would generate new viewer interest in series that seem to be lagging. Exciting programming, rather than well-intentioned habit, creates audiences and increases them.

Phyllis Adams, one of the feature writers of Home, joins George Kirgo and Mike Morris on the writing staff for the new Arlene Francis Show, starting Monday over NBC.....The AAU has stirred up another fuss with its pre-program threat to declare track star Lee Calhoun a professional if he goes ahead with his plans to be married Friday on NBC's Bride and Groom show. Calhoun affirmed his decision yesterday (6) to be on the program despite the threat of loss of his amateur status. The AAU says that the televised wedding would constitute an "exploitation" of his athletic fame. The AAU position, naturally not stated, but seemingly honored in practice, is that only educational and AAU-recognized organizations and promoters may have the privilege of "exploiting" amateur athletes. The Bride and Groom fuss developed because of the gifts given to each couple married on the program.....Philip Morris, Inc., will sponsor Suspicion during a half-hour, alternate weeks over NBC. Ford Motor Co is the alternate weekly sponsor for a full hour for the program which debuts Sept 30, Mondays, 10-11pm NYT.....Cole Porter has signed to write the music and lyrics for "Aladdin," one of the programs in the Du Pont Show of the Month series, to be presented on Friday, Feb 28, 7:30-9pm NYT. S. J. Perelman is writing the book for the program, which will be supervised by Richard Lewine as exec producer.

Kaiser Industries is sponsoring ABC's network telecast of the Seattle Gold Cup hydroplane races over a limited Western network group of stations. An interesting local Seattle note is that KING-TV, which will present six hours of sponsored coverage of the race will not have a single product plug on the air during five of the six hours. Sicks' Rainier Brewing Company is paying for five of the six hours (the company relinquished the final hour for Kaiser), but in following a Washington State regulation which does not permit a beer commercial for a Sunday event, there will only be three brief company mentions during the five hours. Sicks' programs involving the cup races on Saturday and Monday, before and after the race day, will be fully commercial.

ROSS REPORTS — TELEVISION INDEX

AUGUST 12-18, 1957

2

VOLUME 9

NUMBER 33

PROGRAMS • ADVERTISERS • TALENT

EDITOR: Jerry Leichter

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PUBLISHED BY TELEVISION INDEX, INC.

WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (August 12)

NBC- 10-10:30am EDT, Mon thru Fri; DEBUT - Arlene Francis Show - LIVE from WRCA-TV(NY), to the net. § Sustaining. § Pkgr- Arlmart Productions(NY) with NBC-TV(NY); Prod- Alan Beaumont; Dir- Ted Nathanson; Music- Norman Paris Trio; Graphic Arts- Frank Alois; Sets- Herb Andrews; Costumes- Bonwit Teller; Prog Ann-cr- Hugh Downs; Writers- Mike Morris, George Kirgo, Phyllis Adams. § Arlene Francis is hostess for the variety show, which will have guest performers, interviews, audience and home participation games and special features. The program replaces the first half hour of Home (last show Aug 9).

NBC- 10:30-11pm EDT, Mon thru Fri; NET DEBUT - Treasure Hunt - LIVE from WRCA-TV(NY), to the net. § Sustaining; segment sponsorships. § Pkgr- Jantone Enterprises, Inc.(NY); Prod- Budd Granoff; Dir- Phil Levens. § Jan Murray is host for this audience participation quiz show. Murray questions contestants in pairs, with the highest scorer in a quiz getting the right to choose a "treasure chest" which may contain cash, merchandise or a gag prize. The program debuted over ABC-TV on Sept 7, 1956 and was seen thu May 24, 1957, Fridays, 9-9:30pm NYT. In its new daytime format it replaces the second half-hour of Home (see above).

Friday (August 16)

NBC- 11:15pm-to concl EDT; SPECIAL - Los Angeles Times Charity Football Game - LIVE from KRCA-TV(LA), approx 72 stations live. § Sustaining. § Pkgr- Los Angeles Times-Mirror Co with NBC-TV(LA); Prod- William Bennington; Dir- Richard McDonough. § Telecast of the 12th annual Los Angeles Times Charity Football Game, between the Washington Redskins and the Los Angeles Rams, at Memorial Coliseum in Los Angeles. The game preempts Tonight this day only.

OTHER NETWORK CHANGES & ADDITIONS

ABC- The Big Beat (Fri, 10-10:30pm EDT) Last show Aug 9; program debuted July 12. Program is replaced by The Big Picture, army documentaries.

ABC Presents (Mon, 9-9:30pm EDT) New title, effective Aug 12, for program which debuted as Quest For Adventure on July 22 (see page 49).

CBS- The Big Payoff (Mon thru Fri, 3-3:30pm EDT) Judy Lynn is regular vocalist, beginning Aug 5. Program has recently been using guest singers.

NBC- Today (Mon thru Fri, 7-9am EDT) Dave Garroway returns from vacation Aug 12.

Tonight (Mon thru Fri, 11:15pm-1am EDT) Comedienne Dody Goodman named cast regular, effective week of Aug 5-9.

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THIS WEEK

TALENT SHOWSHEET AUGUST 9 - AUGUST 18
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Most of the shows on August 9,10,11, were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday August 16. Script identifications used are: (O) Original, (A) Adaptations, (SD) Staff-Directed, (SW) Staff-Written. Performers are identified as singer (S), actor(A), dancer (D), comic (C) musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally only first runs of a film series are listed, During the summer when many shows are re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listing) are: Adventures of Rin-Tin-Tin, Adventures of Robin Hood, Blondie, Jim Bowie, Broken Arrow, The Buccaneers, Burns & Allen, Cheyenne, Circus Boy, Conflict, Joseph Cotten Show--On Trial, Crossroads, Bob Cummings Show, Father Knows Best, Ford Theatre, General Electric Theatre, Gunsmoke, Alfred Hitchcock Presents, Lassie, Life & Legend of Wyatt Earp, Life of Riley, Millionaire, Mr. Adams & Eve, Navy Log, Panic, People's Choice, Playhouse 90, Private Secretary, Phil Silvers Show, Telephone Time, 20th Century-Fox Hour, Wire Service, You Are There.

SATURDAY AUGUST 10  
 ~~~~~

CAPTAIN KANGAROO	CBS 9:30am	with regulars & Lou Bogert (foot juggler), The Roulettes (skaters).
JULIUS LA ROSA SHOW	NBC 8pm	<u>ADD</u> : Connie Boswell (S).
<u>George Sanders Mystery Theatre</u>	NBC 9pm	<u>DELETE</u> : Try It My Way. <u>ADD</u> : Morning Boat to Africa; (O) Maury Hill; with Peter Adams, Valerie French; Dir - Oscar Rudolph.

SUNDAY AUGUST 11
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|                   |          |                                                                                                    |
|-------------------|----------|----------------------------------------------------------------------------------------------------|
| LAMP UNTO MY FEET | CBS 10am | <u>ADD</u> : Herbert Voland, John Alderman, Bill Hickey, Crahan Denton, Jim Boles, Barry Macollum. |
| ED SULLIVAN SHOW  | CBS 8pm  | <u>KILL</u> : Charlie Applewhite; <u>ADD</u> : Carol Burnett(C).                                   |
| STEVE ALLEN SHOW  | NBC 8pm  | <u>ADD</u> : Jerry Lee Lewis (M-S), Rod Alexander Dancers.                                         |

MONDAY AUGUST 12  
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<u>Georgia Gibbs Show</u>	NBC 7:30pm	Dick Williams (S).
TALENT SCOUTS	CBS 8:30pm	Bill Potter (S-M), Denise Foster (S), Bobby Batson & Lieux Dressler (S-M).
<u>Those Whiting Girls</u>	CBS 9pm	with regulars & Monica Lewis (S), Johnny Man, Eert Convy, Herb Vigran.
TOP TUNES & NEW TALENT (Lawrence Welk)	ABC 9:30pm	Sandra McCorkle (M), Arthur Fairchild (novelty) - Appearance originally scheduled for August 5.
<u>Richard Diamond, Private Detective</u> (David Janssen)	CBS 9:30pm	<u>The Big Score</u> ; (O) David Thomas Chantler; with John Eldredge, Don Keefer, Robert Carson, Doris Singleton, Herb Vigran, Peter Leeds, Tom B. Henry, Ann Staunton; Dir- Oscar Rudolph.
ARTHUR MURRAY PARTY	NBC 9:30pm	Zsa Zsa Gabor (A), Ben Blue (C), Arnold Stang (C), George Montgomery (A), Ezio Stuarti (S).
STUDIO ONE SUMMER THEATRE	CBS 10pm	<u>The Unmentionable Blues</u> ; (O) Helen Cotton; with Elliott Nugent, Sarah Marshall, Carmen Mathews, Roland Winters, Ruth Ames, John Connell, Lydia Bruce; Dir - James MacAllen.

TUESDAY AUGUST 13
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|                                    |         |                                                                                                                                               |
|------------------------------------|---------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Meet McGraw</u> (Frank Lovejoy) | NBC 9pm | <u>The Cheat</u> ; with Jean Willis, John Bernandino, Jeff Kirkpatrick, Carl Esmond, Tao Porchon, Edward Randolph, Ralph Montgomery; (SW&SD). |
|------------------------------------|---------|-----------------------------------------------------------------------------------------------------------------------------------------------|





TUESDAY AUGUST 13 (Cont'd)

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|                    |             |                                                        |
|--------------------|-------------|--------------------------------------------------------|
| IT'S POLKA TIME    | ABC 10pm    | Jean Beaver (D), The Zilvitis Lithuanian Folk Dancers. |
| NAT KING COLE SHOW | NBC 10pm    | With regulars only.                                    |
| SPIKE JONES SHOW   | CBS 10:30pm | Rusty Draper (S).                                      |

WEDNESDAY AUGUST 14

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|                        |            |                                                                                                                                                                                                                                                                      |
|------------------------|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| HELEN O'CONNELL SHOW   | NBC 7:30pm | Dick Haymes (S).                                                                                                                                                                                                                                                     |
| VIC DAMONE SHOW        | CBS 8pm    | Jill Corey (S), Lionel Hampton (M), Ronnie Eastman (C), Peter Gennaro (D).                                                                                                                                                                                           |
| KRAFT THEATRE          | NBC 9pm    | <u>Circle of Fear</u> ; (O) Samuel Elkin; with Farley Granger, Sylvia Sidney, Don Dubbins, Lee Remick, Charles Aidman, Parker McCormick; Dir - Paul Bogart.                                                                                                          |
| <u>U.S. STEEL HOUR</u> | CBS 10pm   | <u>A Loud Laugh</u> ; (O) Harberd Hogan; with June Lockhart, Dick Davalos, Louis Jean Heydt, Katherine Meskill, Gene Person, Patricia Carlisle, Virgilia Chew, Nancy Baker, Barry Newman, Kathleen Murray, James Bernard, Jacqueline Kerr; Dir - Elliot Silverstein. |

THURSDAY AUGUST 15

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|                                      |            |                                                                                                                                                                                       |
|--------------------------------------|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CLIMAX!<br>(Bill Lundigan)           | CBS 8:30pm | <u>Murder is a Witch</u> ; (O) John Bingham; (A) James P. Cavanagh; with Nancy Kelly, Mona Freeman, Dean Stockwell, Fred Clark; Dir - Don Medford.                                    |
| LUX VIDEO THEATRE<br>(Craig Stevens) | NBC 10pm   | <u>Judge Not</u> ; (O) Stafford Dickens; (A) Stanley Silverman; with Alan Mowbray, Audrey Dalton, Lloyd Corrigan, Jay Novello, Richard Aherne, Chester Stratton; Dir - Norman Morgan. |

FRIDAY AUGUST 16

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|                                                             |            |                                                                                                                     |
|-------------------------------------------------------------|------------|---------------------------------------------------------------------------------------------------------------------|
| HELEN O'CONNELL SHOW                                        | NBC 7:30pm | The Frank Moore Four (S).                                                                                           |
| <u>Date with the Angels</u><br>(Betty White, Bill Williams) | ABC 9:30pm | <u>The Wheel</u> ; with regulars & Jimmy Boyd, Hugh Sanders, Paula Winslowe, Doreen McCanno; (SW&SD).               |
| <u>Schlitz Playhouse</u>                                    | CBS 9:30pm | <u>Sporting Chance</u> ; (O) Martin Berkeley; with Mark Stevens, John Baragrey, Constance Towers; Dir - John Brahm. |

MULTIPLE & ACROSS-THE-BOARD SHOWS AUGUST 12 - AUGUST 16

\*\*\*\*\*

|                                    |            |                                                                                                                                                                                                                                        |
|------------------------------------|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| JIMMY DEAN SHOW                    | CBS 7am    | Guests this week will be Johnny Cash (S), George Hamilton IV (S).                                                                                                                                                                      |
| THE ARLENE FRANCIS SHOW            | NBC 10am   | <u>PREMIERE</u> : Guests this week include: The Four some (S), David Hill (S), and Norman Paris trio, Robinson Hayes, Harold Huber, Brian Dazies as regulars; Writers - George Kirgo, Mike Morris, Phyllis Adams; Dir - Ted Nathanson. |
| CLUB 60<br>(Dennis James)          | NBC 1:30pm | With regulars only.                                                                                                                                                                                                                    |
| AMERICAN BANDSTAND<br>(Dick Clark) | ABC 3pm    | Guests this week include: 8/12 - The Four Coins (S), 8/13 - Sal Mineo (A-S), Jodie Sands (S), 8/14 - Rusty & Doug (S), 8/15 - Lee Kane (S), 8/16 - Ted Newman (S).                                                                     |



MULTIPLE & ACROSS-THE-BOARD SHOWS AUGUST 12 - AUGUST 16 (Cont'd)

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NBC MATINEE THEATRE	NBC 3pm	8/12 - <u>Eugenie Grandet</u> (O) Honore de Balzac; (A) Betty Ulius; 8/13 - <u>First Love</u> ; (O) Gertrude Schweitzer; (A) Ellen McCracken; 8/14 - <u>The Lost Survivors</u> ; (O) Matt Taylor; (A) Richard Wendley; 8/15 - <u>Time for Action</u> ; (O) David Lamson; (A) Greer Johnson; 8/16 - <u>Dr. Jekyll and Mr. Hyde</u> ; (Repeat).
MODERN ROMANCES (Martha Scott)	NBC 4:45pm	Pay-Off; (O) William Kendall Clarke; with Marion Winters, Richard Coogan, Walter Brooke, Fran Spanier.
TONIGHT! (Jack Paar)	NBC 11:15pm	Dodie Goodman (C) added as regular. Guests this week will be: 8/12 & 8/14 - Jack Haskell (S), Betty Johnson (S); 8/13 & 8/15 - Richard Hayes (S), Betty Madigan (S); 8/16 Pre-empted by charity football game.

SATURDAY AUGUST 15

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|                                       |             |                                                                                                                  |
|---------------------------------------|-------------|------------------------------------------------------------------------------------------------------------------|
| TRUE STORY<br>(Kathi Norris)          | NBC 12N     | <u>The Scoop</u> ; (O) Earl Hamner; with Maxine Stuart, Frank Maxwell, Edmon Ryan, Shepperd Strudwick.           |
| JULIUS LA ROSA SHOW                   | NBC 8pm     | Peggy King (S), Harvey Stone (C), Norman Erskine (S), Alcelety (Novelty), Ralph Marterie & Orch.                 |
| <u>George Sanders Mystery Theatre</u> | NBC 9pm     | <u>Try It My way</u> ; (O) Whitfield Cook; with Jerry Paris, Jeanne Cooper, Gilbert Frye; Dir - Fletcher Markle. |
| COUNTRY MUSIC JUBILEE                 | ABC 10pm    | Ernest Tubb (S).                                                                                                 |
| JIMMY DEAN SHOW                       | CBS 10:30pm | Gene Austin (S).                                                                                                 |

SUNDAY AUGUST 16

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LOOK UP & LIVE	CBS 10:30am	<u>My Most Perfect Saint</u> ; (O) Milton Wayne; with Marilyn Siegel; Dir - Marvin Silbersher.
ED SULLIVAN SHOW	CBS 8pm	Cab Callaway (S), Janet Blair (A-S), Sue Carson(C), Trio Molidors (novelty), Dick Contino (M), Connie Towers (S), Elizabeth & Collins (acro).
STEVE ALLEN SHOW	NBC 8pm	Liberace (M), George Liberace (M), Andy Williams (S), Abbey Lincoln (S), Jean Fenn (S).
GOODYEAR PLAYHOUSE	NBC 9pm	<u>The Dark Side of the Moon</u> ; (O) Arthur Sainer; with Alexander Scourby, Biff McGuire, Kathleen Maguire, Eddie Firestone, Addison Powell, Douglas Watson, Douglas F. Rogers, John Alexander, Gigi Gerow, Don Pardo, Norma Moore; Dir - Paul Stanley.
<u>The Web</u> (William Bryant)	NBC 10pm	<u>The Puppeteer</u> ; (O) Marie Baumer; (A) Gabrielle Upton; with John Hudson, Bert Remsen, Mary La Roche, Carol Kelly, Judd Holdren, Perry Ivins; Dir - Walter Doniger.

ROSS REPORTS — TELEVISION INDEX

AUGUST 14, 1957

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VOLUME 9 NUMBER 33 A

PROGRAMS • ADVERTISERS • TALENT

EDITOR: Jerry Leichter

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MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

The Alcoa Hour will present on Sept 1 a new live performance of "No License to Kill," an original by Alvin Boretz previously presented on the program on Feb 3 of this year. The program will be narrated by Gov. Abraham Ribicoff of Connecticut. The departure from the TV norm is that live repeats usually endeavor to use the same cast and same production staff to recapture the impact of the original performance. In this case, the original was narrated by Victor Riesel and directed by Martin Ritt. Associate producer Herb Hirschman will direct the new version.....When the new evening version of The Price Is Right starts on NBC on Sept 30, Mondays, 7:30-8pm EDT, the show will offer merchandise totaling more than \$30,000 each Monday to be won in its several categories. The evening show is a hyped version of the continuing Monday thru Friday program, including more expensive merchandise, but spotlighting Bill Cullen as m.c. in both versions, which will be presented by the same production team, Robert Stewart as producer and Paul Alter directing. Speidel Corp thru Norman, Craig & Kummel, Inc will sponsor the Monday evening program alternate weeks.....Tony Bennett is the first star named to be featured on The Big Record, debuting Sept 18, Wednesdays, 8-9pm EDT over CBS. Patti Page will be the hostess on the show, created by Lester Gottlieb, to be produced by Lee Cooley. Vic Schoen will be musical director of the program, with James Starbuck handling choreography.....Texaco Command Performance, which will salute Ed Wynn on its first show, Sept 19, Thursday, 10-11pm EDT over NBC, is beginning to take on some aspects of "this is your musical life, Ed". First guest stars named for the show are Keenan Wynn, Jane Froman, Beatrice Lillie, Jill Corey, Mimi Benzell and Rod Alexander and Bambi Linn. Actually, the roster isn't as misleading as it may seem, since some of these stars of today will portray entertainers of the past whose careers coincided with periods in Wynn's 55-year show business tenure.

The Californians, which will replace The Nat "King" Cole Show over NBC on Sept 24, Tuesdays, 10-10:30pm EDT, is "a series of romantic, historic adventure films set in the feverish, Gold Rush period of the 1850's." Adam Kennedy will star as a young Boston Irishman named Dion Patrick who travels to San Francisco "and comes to grips with its underworld in his role of newspaper reporter and vigilante." Sean McClory plays Jack McGivern, owners of a miners' supply store, vigilante member and friend of young Dion. The series will be sponsored alternate weeks by Singer Sewing Machine Co thru Young & Rubicam, Inc. Robert Bassler is producing the films for co-producers Louis F. Edelman and Robert Sisk. Everyone concerned carefully avoids describing the series as a "Western," not even an "adult Western.".....Dick and the Duchess, the new Sheldon Reynolds series being produced at London's M-G-M studios, stars Patrick O'Neal and Hazel Court in the title roles and concerns the problems of a young American businessman assigned to his firm's London office and married to the daughter of an English peer. The series will debut over CBS on Sept 28, Saturdays, 8:30-9pm EDT and will be sponsored by Mogen David Wine Corp thru Edward H Weiss & Co

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(MORE)

and Helene Curtis Products thru Gordon Best Co., Inc. Reynolds is handling production and direction of his package, with Nicole Milinaire as exec producer. Scripts are by Ray Allen and Harvey Bullock, both with extensive American comedy-variety staff writing credits.

The five special one-hour comedies with music starring Lucille Ball and Desi Arnaz, to be sponsored by the Ford Division of the Ford Motor Co thru J. Walter Thompson Co., will be called The Lucy-Desi Hour Show. They will feature the regulars of the I Love Lucy series -- William Frawley, Vivian Vance, and young Richard Keith -- and guest stars, original music, a dancing chorus and a 26-piece orchestra. An idea of the elements to be included is suggested by the story line of the first show in production. In the story Lucy and Desi recreate for columnist Hedda Hopper their first meeting and courtship in Havana in the 1930's with Lucy as a vacationing secretary and Desi an aspiring Cuban musician. The reenactment of this romance also involves Ann Sothern as an also-vacationing secretary friend of Lucy's and Cesar Romero as a cab-driving friend of Desi's. Desi almost lands in jail before Lucy wangles him a job in Rudy Vallee's Connecticut Yankees orchestra. Following the storyline, Arthur Hamilton wrote two original songs for the first show, which was written by Madelyn Pugh Martin, Bob Carroll, Jr., Bob Weiskopf and Bob Schiller. Bert Granet is producer and Jerry Thorpe is directing the special CBS film series.

Playhouse 90's second season, beginning Sept 12, Thursdays, 9:30-11pm EDT, will present original scripts during the year by Rod Serling, Gore Vidal, Don M. Mankiewicz, Tad Mosel, Elick Moll, David Davidson, Robert Alan Aurthur, Dorothy and Howard Baker, Reginald Rose, Edna Anhalt and James P. Cavanaugh. Other scripts will be adaptations being prepared by Stanley Roberts, Leonard Spigelgass, Paul Monash, William Gibson and others to be announced. The directorial staff will include John Frankenheimer (handling the season's premiere, "The Death of Manolete" by Barnaby Conrad), Vincent J. Donehue, George Roy Hill, Arthur Hiller, Arthur Penn, Franklin Schaffner and Alex Segal. Peter Kortner, who has been story editor, has been named associate producer for the coming season. He will continue to work with producer Martin Manulis in the acquisition of properties and the development of original stories and adaptations for the program. A new story editor will be named soon to take Kortner's former position.

A series of four half-hour TV programs titled "Rome of the Popes" is being filmed on location with the cooperation of the Vatican in a joint effort of NBC and the National Council of Catholic Men. The films are scheduled for presentation by "The Catholic Hour" (Frontiers of Faith) over NBC in January, 1958.....CBS will present the first of a new series of ten hour-long programs titled Conquest sometime in November, with others to be scheduled at various times thru the spring of 1959. Four of the programs will be presented during the 1957-58 season. They will be sponsored by the Monsanto Chemical Co thru Gardner Advertising Co. The series is designed to bring to the public the story of today's scientific advances and to attack the critical shortages in scientific education and manpower. CBS Public Affairs will produce the series, with Michael Sklar as producer, with the cooperation of the National Academy of Sciences and the American Assn for the Advancement of Science. CBS News correspondents will serve as on-camera science reporters for the series and they will take the audience behind the scenes to learn the "who, why and how" of each major scientific advance reported.

The Toni Co thru North Advertising, Inc., and Pillsbury Mills, Inc., thru Campbell-Mithun, Inc., will be alternate week sponsors of NBC's Dollar A Second, beginning August 24 and continuing thru Sept 28, the last program in the summer series. The program is seen Saturdays, 10-10:30pm EDT. Each will sponsor three shows in the schedule.

ROSS REPORTS — TELEVISION INDEX

AUGUST 19-25, 1957

22

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EDITOR: Jerry Leichter

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—WEEKLY REPORT—

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (August 19)

CBS- 12noon-12:15pm EDT, Mon thru Fri; DEBUT - Hotel Cosmopolitan - LIVE from WCBS-TV(NY), to the net. § Sustaining, open. § Pkgr- CBS-TV(NY) with Roy Winsor Productions; Exec Prod- Roy Winsor; Prod- Ernest Ricca; Dir- John Desmond; Writers- Various; Casting- Robert Dale Martin(CBS). § Donald Woods stars as the permanent guest in a plush New York hotel who plays an important part in the lives of transients. Woods plays himself as the star who observes life from the lobby and quite often finds himself personally concerned with the outcome of a situation, which will range from mystery to romance. Each story will last for several weeks. The program replaces Valiant Lady (last show August 16) in this time spot.

OTHER NETWORK CHANGES & ADDITIONS

NBC- Club 60 (Mon thru Fri, 1:30-2:30pm EDT) Howard Miller takes over as host, effective Aug 19, succeeding Dennis James.

Outlook (Sun, 5:30-6pm EDT) Program is extended for one hour, 5-6pm EDT, August 18, this time only, to present a special filmed interview by Chet Huntley with the first president of Tunisia, Habib Bourguiba. The interview took place in Tunis, with regular director Jack Sughrue supervising a New York film crew.

MAJOR LOCAL DEBUTS & HIGHLIGHTS

WBZ-TV(Ch 4) - Special News Programs; added to the regular news schedule for the duration of the Boston newspaper strike, which began Aug 8-9. The station increased its live newscasts to 16 daily -- 112 weekly -- with special bulletins every hour on the hour. The additions to the regular schedule include five-minute newscasts at 9:30am, 10:30am, 11:30am, 12:55pm; 5:45pm and 12midnight. Three newscasters handle the special shows in addition to their regular assignments.

KTLA(Ch 5) - Tex Williams Show; DEBUT Aug 16; Fridays, 8:30-9pm PT. Sponsor- McLos Angeles Kenzie Ford. Production info not available. Tex Williams, backed by the Billy Liebert orchestra, presents music ranging from pop songs to country and western tunes. "The Nightlights" quartet, singer Billy Strange and a girl singer to be named will assist Williams in handling individual vocals. The show will also feature up-and-coming professional talent, one act a week, presented by Williams.

TALENT SHOWSHEET AUGUST 16 - AUGUST 25
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Most of the shows on August 16,17,18, were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday August 23. Script identifications used are: (O) Original, (A) Adaptations, (SD) Staff-Directed, (SW) Staff-Written. Performers are identified as singer (S), actor(A), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

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SUNDAY AUGUST 18  
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LAMP UNTO MY FEET	CBS 10am	<u>The First Bridge</u> ; (O) Clair Roskam; with Luis Gonzalez, Robert Fitzsimmons, Bill Berrian, Bill Major, Paul Clark; Dir - James MacAllen.
CAMERA THREE	CBS 11:30am	<u>The Private Life of Laurel and Hardy</u> ; (O) Clair Roskam; film clips from the team's earliest movies; Dir - Clay Yurdin.
ED SULLIVAN SHOW	CBS 8pm	ADD: Boris Morros, Dick Mayer, Ted Atkinson, Carey Middlecoff, Gil McDougald, Vic Seixas, Otto Graham, Bob Cousy.
STEVE ALLEN SHOW	NBC 8pm	ADD: Lou Costello(C).

MONDAY AUGUST 19
 ~~~~~

|                                                           |            |                                                                                                                                                                                                                     |
|-----------------------------------------------------------|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| GEORGIA GIBBS SHOW                                        | NBC 7:30pm | with regulars only.                                                                                                                                                                                                 |
| TALENT SCOUTS                                             | CBS 8:30pm | The Hampton Sisters(S), Virginia Hauer(S), Charles Castleman(M).                                                                                                                                                    |
| <u>Those Whiting Girls</u>                                | CBS 9pm    | with regulars & Kathy Nolan, Robert Kino; (SW&SD).                                                                                                                                                                  |
| TOP TUNES & NEW TALENT<br>(Lawrence Welk)                 | ABC 9:30pm | Steve Martin(S), Larry Pallot(M).                                                                                                                                                                                   |
| <u>Richard Diamond, Private Detective</u> (David Janssen) | CBS 9:30pm | <u>The Chess Player</u> ;(O) Philip MacDonald; with regulars & Thorn Taylor, Cathrine McLoed, Lawrence Dobkin, Ross Elliot; Dir - Mark Sandrick, Jr.                                                                |
| ARTHUR MURRAY PARTY                                       | NBC 9:30pm | Zsa Zsa Gabor(A), Sarah Vaughn(S), Ricardo Montalban(A), Marilyn Maxwell(A), Jean Pierre Aumont(A), Larry Parks(A), Betty Garrett(A).                                                                               |
| STUDIO ONE SUMMER<br>THEATRE                              | CBS 10pm   | <u>Rudy</u> ; (O) Dan Calabrese; with Jacob Ben-Ami, Burt Brinckerhoff, Nancy Marchand, Leo Penn, Madeleine Sherwood, Joey Walsh, Pat De Simone, Buzz Martin, Richard Bright, Joe Campanella; Dir - Perry Lafferty. |

TUESDAY AUGUST 20  
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<u>Meet McGraw</u> (Frank Lovejoy)	NBC 9pm	<u>Ballerina</u> ; (SW&SD). No cast information available at this time.
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TUESDAY AUGUST 20(Cont'd)

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|                    |             |                                                        |
|--------------------|-------------|--------------------------------------------------------|
| IT'S POLKA TIME    | ABC 10pm    | The Mazur Polish Folk Dancers.                         |
| NAT KING COLE SHOW | NBC 10pm    | Johnny Desmond(S), The King Sisters(S), Alvino Rey(M). |
| SPIKE JONES SHOW   | CBS 10:30pm | Mimi Benzell(S).                                       |

WEDNESDAY AUGUST 21

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HELEN O'CONNELL SHOW	NBC 7:30pm	with regulars only.
VIC DAMONE SHOW	CBS 8pm	Martha Wright(S), Jackie Miles(C), The Everly Bros.(S), Tina Robin(S).
KRAFT THEATRE	NBC 9pm	<u>Ride Into Danger</u> ; (O) Fred Edge; with Dick York, Robert Emhardt, Victor Jory, Diane Gentner, Thomas Carlin, Arch Johnson, David J. Steward; Dir - William A. Graham.

THURSDAY AUGUST 22

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|                                      |            |                                                                                                                                                                                                                            |
|--------------------------------------|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CLIMAX!<br>(Bill Lundigan)           | CBS 8:30pm | <u>The Stranger Within</u> ; (O) M.L. Vallons; (A) Charles Larson; with George Nader, Rita Moreno, Charles Korvin, Kathleen Crowley, Regis Toomey; Dir - Paul Nickell.                                                     |
| LUX VIDEO THEATRE<br>(Ken Carpenter) | NBC 10pm   | <u>Diagnosis--Homicide</u> ; (O) Lawrence Blochman("Back-fire"); (A) Sanford Barnett; with Craig Stevens, Judith Braun, Arthur Hanson, Raymond Baily, Shirley Mitchell, Philip Tonge, Fred Sherman; Dir - David McDearmon. |

FRIDAY AUGUST 23

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HELEN O'CONNELL SHOW	NBC 7:30pm	with regulars only.
<u>Date With The Angels</u> (Betty White, Bill Williams)	ABC 9:30pm	<u>Shall We Dance?</u> ; with regulars & Richard Deacon, Burt Mustin; (SW&SD).

MULTIPLE & ACROSS-THE-BOARD SHOWS AUGUST 19 - AUGUST 23

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|                                      |            |                                                                                                                                                                                                                                    |
|--------------------------------------|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| JIMMY DEAN SHOW                      | CBS 7am    | Martha carson(S), will be the guest star this week.                                                                                                                                                                                |
| THE ARLENE FRANCIS SHOW              | NBC 7am    | Announcer - Hugh Downs; 8/19 - Jack Haskell(S); 8/20 - Dean Murphy(C); 8/21 - Pat O'Brien(A); 8/23 - Jack Haskell(S).                                                                                                              |
| HOTEL COSMOPOLITAN<br>(Donald Woods) | CBS 12N    | <u>PREMIERE</u> : Replacing Valiant Lady; Exec Prod - Roy Winsor; Prod - Ernest Ricca; (O) Harold Gast; with Mr. Woods, John Cecil Holm, Lois Holmes, Denise Smith, Mary K. Wells, Walter Brooke, Tom Shirley; Dir - John Desmond. |
| CLUB 60                              | NBC 1:30pm | Howard Miller replaces Dennis James as emcee, from this date on. Barbara Becker will be vocalist on the show for next two weeks.                                                                                                   |
| AMERICAN BANDSTAND<br>(Dick Clark)   | ABC 3pm    | 8/19 - Jimmy Bowen(S), Jerry Lee Lewis(S); 8/20 - Terri Stevens(S); 8/21 - Jane Morgan(S), Randy Starr(S); 8/22 - The Dubs(S); 8/23 - Steve Karman(S).                                                                             |



MULTIPLE & ACROSS-THE-BOARD SHOWS(Cont'd)  
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NBC MATINEE THEATRE	NBC 3pm	8/19 - <u>Horsepower</u> ; Re-run of 10/30/56; 8/20 - <u>Haven's End</u> ; (O) John P. Marquand; 8/21 - <u>Heed The Falling Sparrow</u> ; (O) Sol Offsey; (A) Alvin Boretz; 8/22 - <u>The President's Child Bride</u> ; (O) Leo Guild; 8/23 - <u>Now Or Never</u> ; (O) Martha Wilkerson.
MODERN ROMANCES (Martha Scott)	NBC 4:45pm	<u>It's An Ill Wind</u> ; (O) Jesse Sandler; with Truman Smith, Phyllis Newman, Jamie Smith, Joe Campanella.
TONIGHT (Jack Paar)	NBC 11:15pm	Dick Haymes(S), guest for the entire week. 8/19 - Marilyn Lovell(S), Joey Carter(C); 8/20 - Genevieve(S); 8/21 - Marilyn Lovell(S), Dominique (novelty); 8/22 - Genevieve(S); 8/23 - Fay De Witt(C), Marilyn Lovell(S).

SATURDAY AUGUST 24
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|                                       |             |                                                                                                                                      |
|---------------------------------------|-------------|--------------------------------------------------------------------------------------------------------------------------------------|
| TRUE STORY<br>(Kathi Norris)          | NBC 12N     | <u>A Commission On Murder</u> ; (O) Ben Radin; with Georgann Johnson, John Gibson, Robert Webber, Boris Aplon, Joanne Bayes.         |
| JULIUS LA ROSA SHOW                   | NBC 8pm     | The Ames Bros.(S), Bob Hamilton Trio(D), Jay Lawrence(C), Sunny Gale(S), The Skyrettos(acro).                                        |
| <u>George Sanders Mystery Theatre</u> | NBC 9pm     | <u>Love Has No Alibi</u> ; (O) Octavus Roy Cohen; (A) Steve Fisher; with William Leslie, Kathryn Grant, Paul Hahn; Dir - John Lucas. |
| COUNTRY MUSIC JUBILEE                 | ABC 10pm    | Minnie Pearl(S-C), Faron Young(M).                                                                                                   |
| JIMMY DEAN SHOW                       | CBS 10:30pm | Marty Robbins(M).                                                                                                                    |

SUNDAY AUGUST 25  
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LOOK UP AND LIVE	CBS 10:30am	<u>The Story of St. Francis</u> ; with Phyllis Stevens and her Javanese Shadow Puppets.
ED SULLIVAN SHOW	CBS 8pm	Sal Mineo(A), Guy Mitchell(S), Carmen Mac Rae(S), Lavern Baker(S), Paul Gilbert(C); (On Film) - Scenes from <u>The Sun Also Rises</u> .
STEVE ALLEN SHOW	NBC 8pm	Hedy Lamarr(A), Joe E. Brown(C), The Coasters(S), Irish McCalla(A), Pat Kirby(S).
GOODYEAR PLAYHOUSE	NBC 9pm	<u>The Littlest Little Leaguer</u> ; (O) Blanche Hanalis; with Sal Maglie, Nehemiah Persoff, Vivian Nathan, Jacob Kalish, Rudy Bond, Peter Lazer, William Edmondson; Dir - David Greene.
<u>The Web</u> (William Bryant)	NBC 10pm	<u>A Time For Dying</u> ; (O) Robert Bassing & Don Brinkley; with Paul Richards, Jerry Paris, Richard Garland, Ann Robinson, Harry Hickox, James Chandler, Diana Darrin; Dir - Walter Doniger.

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—MID-WEEK SPECIAL—

NEWS - COMMENT - POSSIBILITIES

Manhunt has been re-titled and will go on the air on Sept 20 over NBC, Fridays, 9-9:30pm EDT as M Squad, described as a special detail of top detectives who can cover any division of police work. The series stars Lee Marvin as a plainclothes detective of the Chicago Police Dept (the wave is spreading East; New York may make it with a series yet). Playing as Detective Lt. Frank Ballinger, Marvin will be a bachelor with no special romantic interests, and he will be the only regular cast member in each episode. Richard Lewis is exec producer for Revue Productions, Inc. Michael Abel, originally slated to produce the series, has been replaced by John Larkin, with Lee Marvin getting co-producer credit, and Jerry Adler as production coordinator. Directors include Don Weis, Bernard Girard, Robert Florey and John Peyser. The writers include Joel Murcott, Larry Marcus, Bernard Shoenfeld, Harold Jack Bloom and Sterling Silliphant.....Jim Moser is back at Mark VII Productions, writing Dragnet for his original boss Jack Webb. Meanwhile, Moser's partner and producer on the Medic series, Frank La Tourette, is also working with Webb on the creation of a new series.....Andy's Gang, kid film show starring Andy Devine, will debut over the NBC-TV net on Nov 23, Saturdays, 10:30-11am EST. The series and its predecessor, which starred the late Smilin' Ed McConnell, were formerly national spot.

Paul Monash is collaborating with Barnaby Conrad on the script for "The Death of Manolete," first drama for Playhouse 90's second year, starting Sept 12. Jack Palance will star in the title role as the great Spanish matador.....Paul Gregory announced that he had positively completed the cast for "Crescendo," first of the Du Pont Show of the Month series, set for Sunday, Sept 29, 9-10:30pm EDT over CBS. The cast includes Rex Harrison, Ethel Merman, Louis Armstrong, Eddy Arnold, Diahann Carroll, Carol Channing, Benny Goodman, Mahalia Jackson, Stubby Kaye, Peggy Lee, Lizzie Miles, Tommy Sands, Dinah Washington, Turk Murphy and His Dixieland Band and the Norman Luboff Choir.....The production staff for the six Du Pont shows to be packaged by Talent Associates includes David Susskind as producer, Michael Abbott as associate producer, Audrey Gellen in charge of scripts and Rose Tobias handling casting (the latter not open yet).....Although the Guy Mitchell Show had its origination switched from New York to Hollywood when its sponsorship and schedule were changed, its casting will still be handled thru GAC's New York office. The same outfit handles the casting for the new Pat Boone Chevy Showroom, which is being packaged by Coogamooga Productions, Inc., thru GAC.....The Verdict Is Yours, new CBS afternoon show which had its title changed, has also had a producer change. The Frank Cooper package will be produced by Eugene Burr, replacing Stanley Niss. Byron Paul remains as director. Burr has been at Young & Rubicam, but previously was script editor for Goodson-Todman on the live version of The Web when it was on the CBS net.....U. S. Steel Hour is now looking to the West Coast as a possible source of stories, with BBDO's Gerry Morrison in Hollywood to handle new scripts.

- Page 1 -

(MORE)

The spurt of outdoor adventure pix continues, with the story backgrounds ranging from the Civil War up to the start of the Twentieth Century. CBS, which has announced a fast sales spurt for its The Gray Ghost Civil War series, is also planning Blockade Runner, to be filmed by Lindsley Parsons with a Civil War background. James Saphier has acquired the title Western Union and rights to material in the company's 106-year history for use in a TV film series. NBC will have its Union Pacific and Boots and Saddles on the market, with other adventure series already in the plotting stage for the 1958-59 net and syndication season.....Meanwhile, back in Dodge City James Arness prepares to start his third season on the air as Marshall Matt Dillon in Gunsmoke, claimed to be the trend-setter in this matter of adult westerns on TV. On the other hand, ABC this week set in motion 26 Men, with Tris Coffin as star, to be produced entirely in Arizona and based on exploits of the Arizona Rangers. This will be a standard Western six-gun series, along the lines of other law-and-order films set for this season.

NBC will program four of the one-hour AT&T Bell System science films this season, two new ones and the two that were previously shown over CBS last season. All four were produced by Frank Capra. "The Strange Case of the Cosmic Rays," will be seen Oct 25, Friday, 9-10pm NYT. "Our Mr. Sun," the first repeat, will be seen Dec 15, Sunday, 5:30-6:30pm NYT. "The Unchained Goddess," a scientific explanation of what makes weather, will be seen Feb 12, 1958, Wednesday, 9-10pm NYT. "Hemo the Magnificent," the second repeat, will be shown March 12, Sunday, 5:30-6:30pm NYT. All four will be seen in color.....NBC has put together films previously seen on the net under various titles, predominantly as Conversations With Elder Wise Men, and with many new films, will program 26 half hours as a weekly series, Wisdom, Sundays, 2:30-3pm NYT, starting Sept 15. Nineteen of the Wisdom conversations have previously been shown on the air on an irregular special basis.....NBC will again work with the Educational Television and Radio Center and present five new live program series this fall for the country's educational TV network as the second half of the project presented earlier this year, beginning Oct 28. Each of the five series will include ten sessions telecast over a 10-week period, each weekday night from 6 to 6:30pm EST. NBC will again underwrite the costs and develop three series; the Center will underwrite and produce the other two.

Jim Moran's Courtesy Theatre over WGN-TV in Chicago, Sundays, 10pm, begins its ninth consecutive year of feature films on Sept 1, the oldest feature film theatre in TV and the longest under continuous single sponsorship.....NBC's Wide Wide World will have four producers this season, each heading his own production staff and each will produce five of the 20 shows in the series for the coming season. The four, under the supervision of exec producer Barry Wood, are Ted Rogers (former exec producer of Home), Herbert Sussan, Alan Neuman and John Goetz.....Someone at NBC took a second look and things are now back to normal for Tuesday evenings with The Eddie Fisher Show and The George Gobel Show, instead of the previous title inversions.....Although Polly Bergen is set as the star of the alternating Saturday half-hour, 9-9:30pm NYT over NBC for Max Factor (after an unprecedented "loan-out" from CBS), the Liggett & Myers portion of the program, intended to star Dean Martin, is still a headache. Martin originally only wanted to do four to six shows, in addition to his two specials committed for other sponsors, and then grudgingly went up to a possible 10, but has balked at going over that.....Among familiar names that will be returning to the airwaves are Johnny Carson as the m.c. of the new ABC daytime version of Do You Trust Your Wife, starting Sept 30, Monday thru Friday, 4:30-5pm EDT, originating in New York, and Jay Jackson as m.c. of the evening version of Tic Tac Dough, starting Sept 12, Thursdays, 7:30-8pm EDT, over NBC. Jackson was last seen regularly as moderator of Twenty Questions on the old Du Mont net.....The Nat "King" Cole Show will move to its new early Tuesday evening time on Sept 24, 7:30-8pm NYT, with the same production staff, musical backing and guest policy currently prevailing in the 10-10:30pm spot.

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EDITOR: Jerry Leichter

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—WEEKLY REPORT—

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

None this week, all networks.

OTHER NETWORK CHANGES & ADDITIONS

CBS- Vic Damone Show (Wed, 8-9pm EDT) Production staff for remainder of season, thru Sept 11, now includes: Exec Prod- Lester Gottlieb; Prod- Jack Philbin; Assoc Prod- Stanley Poss; Dir- Peter Birch; Music Dir- Burt Farber; Writers- Lawrence Marks, Arnold Horwitt.

NBC- Club 60 (Mon thru Fri, 1:30-2:30pm EDT) Phil Bodwell added as director, directing the Tuesday and Thursday programs each week. Dave Barnhizer will continue to direct the Monday, Wednesday and Friday shows.

MAJOR LOCAL DEBUTS & HIGHLIGHTS

WRCV-TV(Ch 3)- First Annual Water Safety Carnival; SPECIAL Sept 1; Sunday, 3-5pm EDT. Philadelphia Two-hour telecast of a portion of the first annual Water Safety Carnival, sponsored by WRCV and WRCV-TV, on the Schuylkill River. The all-day carnival program will feature the Middle States Regatta Assn's yearly rowing classic, a water skiing exhibition, Coast Guard rescue demonstrations, in-board power boat races and outboard hydroplane races under the auspices of the American Power Boat Assn. The rowing regatta will be completed before the telecast.

TALENT SHOWSHEET AUGUST 23 - SEPTEMBER 1
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Most of the shows on August 23,24,25, were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday August 30. Script identifications used are: (O) Originals, (A) Adaptations, (SD) Staff-Directed, (SW) Staff-Written. Performers are identified as singer (S), actor (A), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally only first runs of a film series are listed. During the summer when many shows are re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listing) are: Adventures of Rin-Tin-Tin, Adventures of Robin Hood, Blondie, Jim Bowie, Broken Arrow, The Buccaneers, Burns & Allen, Cheyenne, Circus Boy, Conflict, Joseph Cotten Show--On Trial, Crossroads, Bob Cummings Show, Father Knows Best, Ford Theatre, General Electric Theatre, Gunsmoke, Alfred Hitchcock Presents, Lassie, Life & Legend of Wyatt Earp, Life of Riley, Millionaire, Mr. Adams & Eve, Navy Log, Panic, People's Choice, Playhouse 90, Private Secretary, Schlitz Playhouse, Phil Silvers Show, Telephone Time, 20th Century-Fox Hour, Wire Service, You Are There.

SUNDAY AUGUST 25  
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LAMP UNTO MY FEET	CBS 10am	<u>I Am Not So Far Away</u> ; (O) Lorraine Reifel; with Martin Rudy, Ellen Denning, Renie Riano, Helen Ray, Pamela King, Mohana; Dir - James MacAllen.
LOOK UP AND LIVE	CBS 10:30am	ADD: Author & Director - <u>The Story of St. Francis</u> ; (O) Rose Leiman Schiller; Dir - Marvin Silbersher.
CAMERA THREE	CBS 11:30am	Study of Shakespeare's Four Kings - Part 1; <u>King Richard II</u> ; (O) Clair Roskam & Warren Wallace; with Frank Grosch, Robert Blackburn, Robert Blossom, Arthur Mallet, Paul Spara, John Scanlon, Wayne Tippet, Richard Shepherd; Dir - Clay Yurdin.
ED SULLIVAN SHOW	CBS 8pm	ADD: Nora Kaye(D), Eric Bruhn(D).

MONDAY AUGUST 26
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|                                                           |            |                                                                                                                                                                                                              |
|-----------------------------------------------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| GEORGIA GIBBS' SHOW                                       | NBC 7:30pm | with regulars only.                                                                                                                                                                                          |
| TALENT SCOUTS                                             | CBS 8:30pm | Yolanda Masca(S), The Bell Tone Trio(M), Bill St. Claire(S).                                                                                                                                                 |
| TOP TUNES & NEW TALENT<br>(Lawrence Welk)                 | ABC 9:30pm | Fran Irwin(S), Kopper Kings(M), Jimmy Rogers Snow (S).                                                                                                                                                       |
| <u>Richard Diamond, Private Detective</u> (David Janssen) | CBS 9:30pm | <u>The Torch Carriers</u> ; (O) Gene Levitt; with regulars & Phyllis Avery, Gloria Saunders, John Beradine, John Doucette; Dir - Bernard Kowalski.                                                           |
| ARTHUR MURRAY PARTY                                       | NBC 9:30pm | Ferlin Husky(S), The Rod Alexander Dancers.                                                                                                                                                                  |
| STUDIO ONE SUMMER<br>THEATRE                              | CBS 10pm   | <u>Guitar</u> ; (O) Harvey Miller; with Frank Silvera, Clarice Blackburn, Mario Alcalde, Carlos Montalban, Richard Chitas, Jose Perez, Elena Cadiz; Musical background by Rey de la Torre; Dir - Karl Genus. |

TUESDAY AUGUST 27  
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<u>Meet McGraw</u> (Frank Lovejoy)	NBC 9pm	<u>Acapulco</u> ; with regulars & Mark Roberts, Taylor Holmes, Carole Mathews, Adele Mara; (SW&SD).
IT'S POLKA TIME	ABC 10pm	Salute to the Milwaukee Braves.
NAT KING COLE SHOW	NBC 10pm	Margaret Whiting(S), The Merry Macs(S).
SPIKE JONES SHOW	CBS 10:30pm	Mimi Benzell(S).

WEDNESDAY AUGUST 28

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|                      |            |                                                                                                                                                                                      |
|----------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| HELEN O'CONNELL SHOW | NBC 7:30pm | with regulars only.                                                                                                                                                                  |
| VIC DAMONE SHOW      | CBS 8pm    | Edith Adams(S-C), Johnny Mathis(S), Carmen Cavallaro & His Trio(M), Richard Hayman(M), Trini Reyes(D).                                                                               |
| KRAFT THEATRE        | NBC 9pm    | <u>Sing A Song</u> ; (O) Don Ettlinger; with Jean Pierre Aumont, Patty McCormack, Jules Munshin, Mickey Shaughnessy, Lois Bolton, Henry Lascoe, Ann Buckles; Dir - Paul Bogart.      |
| US STEEL HOUR        | CBS 10pm   | <u>Up Above The World So High</u> ; (O) Mort Thaw; with Jack Warden, Carmen Mathews, Dennis Kohler, Jack Arthur, Parker Fennelly, Victor Thorley, Milton Selzer; Dir - Fielder Cook. |

THURSDAY AUGUST 29

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CLIMAX! (Bill Lundigan)	CBS 8:30pm	<u>Deadly Climate</u> ; (O) Ursula Curtiss; (A) Russell S. Hughes; with Nina Foch, Kevin McCarthy, Warren Stevens, Estelle Winwood, Edgar Buchanan; Dir - Buzz Kulik.
LUX VIDEO THEATRE (Ken Carpenter)	NBC 10pm	<u>Last Confession</u> ; Kine-repeat of 9/1/55.

FRIDAY AUGUST 30

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|                                                             |            |                                                                 |
|-------------------------------------------------------------|------------|-----------------------------------------------------------------|
| HELEN O'CONNEL SHOW                                         | NBC 7:30pm | with regulars only.                                             |
| <u>Date With The Angels</u><br>(Betty White, Bill Williams) | ABC 9:30pm | <u>The Blue Tie</u> ; with regulars & Hanley Stafford; (SW&SD). |

MULTIPLE & ACROSS-THE-BOARD SHOWS AUGUST 26 - AUGUST 30

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JIMMY DEAN SHOW	CBS 7am	George Hamilton(S), will be the guest this week.
ARLENE FRANCIS SHOW	NBC 10am	8/27 - Herb Strauss(S); 8/28 - Jack Haskell(S); 8/29 - Martha Carson(S); 8/30 - Chan Canasta (mentalist).
CLUB 60 (Howard Miller)	NBC 1:30pm	with regulars only.
AMERICAN BANDSTAND (Dick Clark)	NBC 3pm	No information available at press time.
NBC MATINEE THEATRE	NBC 3pm	8/26 - <u>Barricade Of The Big Black</u> ; Re-run of 3/21/57; 8/27 - <u>The Awakening</u> ; (O) Richard Wendley; 8/28 - <u>Honesty Blake</u> ; (O) Mary McCarthy & Melville Burke("Angel Face"); (A) Ellen McCracken; 8/29 - <u>The Star Sapphire</u> ; (O) Ben Hecht & Charles Lederer; (A) Alvin Boretz; 8/30 - <u>Women Have Ways</u> ; (O) David Lamson; (A) George Lowther.
MODERN ROMANCES (Martha Scott)	NBC 4:45pm	<u>The Sixth Sense</u> ; (O) Harry W. Junkin; with Valerie Cossart, William Redfield, Ross Martin, Gloria Marlowe.
TONIGHT (Jack Paar)	NBC 11:15pm	8/26 - Milt Kamen(C), Denise Lor(S), Tommy Leonetti (S); 8/27 - Jonathan Winters(C), Marguerite Sierra (S), Merv Griffin(S); 8/28 - Jonathan Winters(S), Denise Lor(S), Tommy Leonetti(S), Louis Nye(C), Chan Canasta(mentalist); 8/29 - Marguerite Sierra(S), Merv Griffin(S), Jonathan Winters(S); 8/30 - Jonathan Winters(C), Denise Lor(S), Tommy Leonetti(S).

SATURDAY AUGUST 31
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|                                           |             |                                                                                                                                                                                                |
|-------------------------------------------|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| TRUE STORY<br>(Kathi Norris)              | NBC 12N     | <u>Who Am I?</u> ; (O) Walter Black & William Mendrek;<br>with Audra Lindley, Martin Rudy, Kathleen Maguire,<br>John Seymour.                                                                  |
| JULIUS LA ROSA SHOW                       | NBC 8pm     | Jodie Sands(S), The Four Freshmen(S), Andy Williams<br>(S), The Bob Hamilton Trio, The Three Ghezzi(nov-<br>elty).                                                                             |
| <u>George Sanders Mystery<br/>Theatre</u> | NBC 9pm     | <u>The Night I Died</u> ; (O) Cornell Woolrich; (A) Brain-<br>erd Duffield; with Howard McNear, Eve McVeagh,<br>Scotty Beckett, Paul Gary, Benny Rubin, Ted Jacques;<br>Dir - Fletcher Markle. |
| COUNTRY MUSIC JUBILEE                     | ABC 10pm    | Betty Ann Grove(S), Billy Walker(S), Chuck Bowers<br>(S).                                                                                                                                      |
| JIMMY DEAN SHOW                           | CBS 10:30pm | Judy Canova(S-C).                                                                                                                                                                              |

SUNDAY SEPTEMBER 1  
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LAMP UNTO MY FEET	CBS 10am	<u>Return To The Prodigal</u> ; (O) Howard Rodman; with Bert Freed, Iggy Wolfington, Read Morgan, Jean Cooke.
LOOK UP AND LIVE	CBS 10:30am	Presentation of the award-winning film "The Man Who Called".
CAMERA THREE	CBS 11:30am	Shakespeare's Kings - Part 2 - <u>King Henry IV</u> . Dir - Clay Yurdin.
ED SULLIVAN SHOW	CBS 8pm	Cesar Romero(A), Richiardi(illusionist), Danny Dillon(C), Joe Di Maggio, Mickey Mantle, Willie Mays.
STEVE ALLEN SHOW	NBC 8pm	Jeff Chandler(A), Pearl Bailey(S), Joan Collins(S), Shai K. Ophir(panto).
ALCOA HOUR	NBC 9pm	<u>No License To Kill</u> ; (O) Alvin Boretz; Narrated by Governor Abraham A. Ribicoff of Conn.; with Eddie Albert, Maureen Stapleton, Robert Strauss, Frank Overton, Hugh Reilly, Joan Rylander; Dir - Herbert Hirschman.
<u>The Web</u> (William Bryant)	NBC 10pm	<u>Last Chance</u> ; (O) Gabrielle Upton; with John Larch, Rebecca Welles, Jeanne Cooper, Jack Kruschen, Ed- ward Foster, Joel Mondeaux; Dir - Alan Miner.

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EDITOR: Jerry Leichter

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MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

Tyrone Power will serve as host of and take part in the entertainment on the all-star 75th anniversary celebration of the Standard Oil Co (NJ) over NBC-TV on Sunday, Oct 13, 9-10:30pm NYT. The guest list, in addition to Power, includes June Allyson, Marge and Gower Champion, Jimmy Durante, Bert Lahr, Brandon de Wilde, Eddie Mayehoff, Jane Powell, Kay Starr and Kay Thompson. The show will also feature a special 12-minute animated cartoon film on the sources of energy by British caricaturist Ronald Searle. The show is being produced by McCann-Erickson, Inc., with Showcase Productions, Inc., with Terry Clyne and George Haight in charge of production. George Bassman is musical coordinator, with Kay Thompson and fashion photographer Richard Avedon also on the creative staff. The colorcast will be staged by Cyril Ritchard.....The first two programs in the new NBC Suspicion hour series will be on film, the first on Sept 30, 10-11pm EDT from the Alfred Hitchcock production unit, the second on the following week from the Revue Productions film unit. The first live show, produced in New York by MCA-TV, will be seen on Oct 14.....CBS will launch The Seven Lively Arts on Nov 3, Sundays, 5-6pm EST, with an S. J. Perelman-scripted review of "The Changing Ways of Love." Sidney Lumet will direct performers presenting America's changing romantic moods. John Crosby is regular host for the series.

The hassle between Russel Hayden Productions, Inc., and Screen Actors Guild (as well as several other craft unions) has been settled with agreements that include a guarantee from ABC on residual payments for actors in the new syndicated series, 26 Men. Hayden had been set to start production last week in Phoenix on the stories of the Arizona Rangers, but SAG and Hayden did not get together in time so production was delayed. A further disagreement involved three IATSE unions which refused to service the producer unless he paid location pay for technicians. Hayden claimed that Phoenix was his studio location. The series will have 39 films, starring Tris Coffin.....The third Du Pont Show of the Month will be Talent Associates second for the series, a dramatization of A. J. Cronin's 1953 novel, "Beyond This Place." David Susskind will produce the play, an adaptation by Vance Bourjaily, Nov 25, Monday, 9:30-11pm EST. The frantic search for material for TV has led to some juicy claims of firsts whenever someone thinks they have come up with a good one. CBS claims that this is "the first of Dr. Cronin's popular novels to be dramatized for television." The first was "The Citadel," in an adaptation by Richard Morrison, on the one-hour Lucky Strike Theatre (Montgomery) over NBC on June 19, 1950. The only other work by Dr. Cronin was "Escape From Fear," not a novel, presented on Climax! Jan 13, 1955. Many of TV's present-day literary researchers forget that some fine plays and novels were dramatized for TV in the early days of 1948-50 for the pre-freeze station nets -- and the story editors went after some top properties.

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(MORE)

"A Sound of Different Drummers," a Robert Alan Aurthur drama about a monolithic society of the future in which it is forbidden to possess or read books under penalty of death, will be Playhouse 90's fourth production of the new season, on Oct 3. The CBS series will provide a platform for Ernie Kovacs on Sept 26 when the comedian makes his debut as a dramatic actor (or as a comedian playing a script role) in Marcel Pagnol's satire, "Topaze," adapted by Ellis St. Joseph. Del Reisman has been upped from assistant to story editor on Playhouse 90. Former story editor Peter Kortner has previously been named associate producer for the series.....NBC has changed the season premiere dates for four new shows, with three moving up their starting dates and the fourth being delayed. The Price Is Right will make its evening debut on Sept 9, Mondays, 7:30-8pm EDT, instead of Sept 30 as originally planned. Wagon Train will begin its season on Sept 11, Wednesdays, 7:30-8:30pm EDT, instead of a week later as announced. The Nat "King" Cole Show jumps forward two weeks for its new evening spot, changing its Tuesday evening time to 7:30-8pm EDT on Sept 10. The Loretta Young Show will delay its season's debut until Oct 20, Sundays, 10-10:30 pm EDT, instead of Oct 6 as planned.

ABC will start its new Paul Winchell Show on Sept 29, Sundays, 4:30-5pm EDT. The ventriloquist will star in and host the weekly variety show, which will be sponsored by Hartz Mountain Products thru George H. Hartman Co.....ABC's new daytime series, Do You Trust Your Wife, will be produced out of Don Fedderson's new New York office at 28 West 44th St. Jim Morgan will produce the show, with Roy Kammerman as head writer and Allen Robin and Cally Curtiss as staff writers.....Lady Luck, displaced from its Monday thru Friday, 4:30-5pm NYT spot by Do You Trust Your Wife, is still in the ABC future book, for a possible place earlier in the day.....Mark Saber has turned full circle and will be Saber of London in the new series of films starring Donald Gray in the title role, starting over NBC on Sept 13, Fridays, 7:30-8pm EDT. Sterling Drug thru Dancer-Fitzgerald-Sample, Inc., is again the sponsor. Saber moved in on the old ABC The Vise series, which began as anthology films and then gradually brought back the Saber character in a weekly starring role, although the anthology title was kept. The Danziger brothers are producing the series in England, as before.

WABD(NY), which was once the originating station for the former Du Mont network's variety shows (Cavalcade of Stars started Jackie Gleason on his TV way), will go against the film trend for local stations to a certain extent by programming two variety shows, each m.c.'d by a WNEW (now owned by Du Mont Broadcasting Corp) disc jockey. Art Ford's Greenwich Village Party starts Friday, Sept 13, while William B. Williams will host a new variety show with a Latin accent, Fiesta Americana, starting Sept 19, Thursdays, 8-8:30pm EDT. The program will use well-known Latin-American bands and will feature dancing and vocal stars.

Pan American World Airways, Inc., during former seasons an alternate week sponsor, returns after a season off to become the full sponsor of NBC's Meet the Press on a 39-week contract, effective Jan 5. It had been planned to co-op the show if it stayed as a sustainer for too long a period.....The Drackett Co thru Young & Rubicam, Inc., will sponsor one-half of NBC's Wagon Train on alternate weeks, giving NBC its first life in getting off the hook on its expensive, much-touted, but unsold one-hour film series.

ROSS REPORTS — TELEVISION INDEX

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VOLUME 9 NUMBER 36

EDITOR: Jerry Leichter

PROGRAMS • ADVERTISERS • TALENT

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PUBLISHED BY TELEVISION INDEX, INC.

—WEEKLY REPORT—

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (September 2)

ABC- 7-7:15pm EDT, Mon thru Fri; RETURN - Sports Focus - LIVE from WABC-TV(NY), to the net. § Sustaining. § Pkgr & Prod- ABC Sports Dept(NY); Dir- Mickey Trenner; Writer- Ed Silverman. § Howard Cosell presents sports news, interviews sports personalities and discusses controversial issues in sports. The program originally debuted June 3, went off July 22 when Kukla, Fran & Ollie returned for five weeks and now replaces Kukla, Fran & Ollie (last show Aug 30) permanently in the time spot.

CBS- 10-10:30am, Mon thru Thu; 10-11:30am, Fri; RETURN - The Garry Moore Show - LIVE from WCBS-TV(NY), 76 to 116 stations, various segments, live and videotape. § Segment Sponsors. § Pkgr- Red Wing Productions, Inc., CBS-TV(NY); Prod & Casting- Herb Sanford; Dir- Clarence Schimmel; Music Dir- Howard Smith; Writers- Bill Demling, Vincent Bogert, Roland Scott, Chuck Horner, Charles Slocum, Hank Miles and Louis (Deke) Heyward(song productions); Features and Guest Booker- Marcia Durant. § Garry Moore returns from a six-week vacation with his regular cast, Durward Kirby, singers Denise Lor and Ken Carson and announcer Frank Simms, with Howard Smith leading the orchestra. The program succeeds its vacation replacement, The Fred Waring Show (last show Aug 30).

CBS- 3:30-4pm EDT, Mon thru Fri; DEBUT - The Verdict Is Yours - LIVE from WCBS-TV(NY), no. of stations not available. § Segment Sponsors. § Pkgr- Frank Cooper Associates with CBS-TV(NY); Prod- Eugene Burr; Asst to Prod- Robert Precht; Dir- Byron Paul; Asst Dir- Al Rafkin; Legal Advisor- Selig Silverman. § Jim McKay is the "television reporter" for realistic trial dramas presented in a court room setting. The jury is chosen from the studio audience and returns each day to render a verdict at the conclusion of the trial. The opposing counsel in the various cases and the presiding judge are all bona fide lawyers, while the people involved in each case, as well as witnesses, are actors playing roles. All trial reenactments are unrehearsed and follow logical developments as each progresses. The program replaces the Bob Crosby Show (last show Aug 30).

Tuesday (September 3)

CBS- 10:30-11pm EDT; TITLE DEBUT - Playhouse - FILM from WCBS-TV(NY) & KNXT(LA), to the net. § Sustaining. § Re-runs of films originally presented on the network as part of Schlitz Playhouse of Stars, of a group originally produced by Meridian Productions. The program replaces The Spike Jones Show (last show (last show August 27)).

Saturday(September 7)

CBS- 10:30pm-12midnight EDT; SPECIAL - 1957 Miss America Pageant - LIVE remote from Atlantic City, N.J., to the net via WCBS-TV(NY), no. of stations not available. § Sponsor- Philco Corp (Consumer Products) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Superv- Nathan Tufts. § Pkgr- Miss America Pageant with CBS News & Public Affairs(NY); Prod- Paul Levitan; Dir- Vern Diamond. § Telecast of the 1957 Miss America Pageant at Convention Hall in Atlantic City, with Douglas Edwards as anchor-man and former Miss America Bess Myerson describing the scene. Bert Parks is the on-stage m.c. The program will present all the Miss America entrants, as well as covering the selection of the winner of the competition. The program preempts The Jimmy Dean Show, 10:30-11pm.

NBC- Sat, 4:30-6pm; Sun, 2-5pm EDT; SPECIAL - National Singles Tennis Championships - LIVE from WRCA-TV(NY), to the net. § Sustaining. § Pkgr- NBC Sports(NY); Prod- Perry Smith; Dir- Jack Dillon. § Telecasts on Saturday and Sunday, Sept 7 and 8, of the semi-finals and finals of the National Singles Tennis Championships at the West Side Tennis Club, in Forest Hills, N. Y. Commentators for both telecasts will be Lindsey Nelson, Jim Simpson and Don Budge.

NBC- 10:30-11pm EDT; RETURN - Your Hit Parade - LIVE (COLOR) from WRCA-TV(NY), 152 stations live, 20 kine. § Alternate Week Sponsors- 1) American Tobacco Co (Hit Parade Cigarettes) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Stephen P. Bell; TV Acct Rep- Bill Connor; Comm Anncr- Dell Sharbutt. 2) The Toni Co (Toni Home Permanent, Adorn, Deep Magic Facial and Cleansing Lotion, Pamper Shampoo and Silver Curl); Toni, Deep Magic, Silver Curl thru North Advertising, Inc (Chi); Acct Superv- D. P. Nathanson; Pamper Shampoo, others thru Clinton E. Frank, Inc(Chi). § Pkgr- Batten, Barton, Durstine & Osborn, Inc(NY) for American Tobacco Co; Prod- Dan Lounsbery; Asst Prod- Dorothy Walsh; Dir- Bill Hobin; Assoc Dir- Dave Geisel; Music Dir- Don Walker; Choreog- Ernest Flatt; Vocal Arranger- Ray Charles; Writer- David Durston; Sets- Paul Barnes; Costumes- Sal Anthony. § Song and dance presentation of the seven top hit songs of the week, plus two extra "old" numbers; featuring singers Jill Corey, Virginia Gibson, Alan Copeland and Tommy Leonetti, backed by the orchestra and vocal and dance groups. The program succeeds its summer replacement, Adventure Theatre (last show Aug 31).

OTHER NETWORK CHANGES & ADDITIONS

ABC- The Adventures of Jim Bowie (Fri, 8-8:30pm NYT) New series begins Sept 6; has been seen in re-run during the summer (see Television Index card). American Chicle Co is now the only sponsor, effective Sept 6. Production staff changes: Directors and writers are now various.

Silver Cup Race; SPECIAL Aug 31; Sat, 6-7pm EDT; LIVE from WXYZ-TV(Det), to the net. Pkgr- ABC-TV Special Events; Prod- Lee Schulman. § Bill O'Mara of KING-TV(Seattle) is commentator for the championship heat of the Silver Cup Race for unlimited hydroplanes on the Detroit River. Telecast is co-op and sustaining.

Famous Film Festival; RETURN Sept 7; Sat, 7:30-9pm NYT. § Net participations and co-op. § Showing of outstanding motion pictures resumes its run after cutting back to a half-hour on June 1 with the start of Billy Graham's New York Crusade; the half-hour version ending June 23. It now replaces Billy Graham (last show Aug 31), 8-9pm EDT, and Flight No. 7, 7:30-8pm EDT. Billy Graham's New York Crusade Times Square Farewell Rally will be seen Sept 1, Sun, 7:30-8pm EDT.

CBS- Lassie (Sun, 7-7:30pm NYT) New series begins Sept 8; has been in re-run during the summer (see Television Index card). Campbell Soup Co is now the only sponsor. Production changes: Pkgr & Film Prod- Lassie Television, Inc., at KTTV, Hollywood, Calif.; Exec Prod- Robert Maxwell; Prod- Rudy Abel; Assoc Prod- Peter Frank.

TALENT SHOWSHEET AUGUST 30 - SEPTEMBER 8
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Most of the shows on August 30,31, and September 1, were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday September 6. Script identifications used are: (O) Originals, (A) Adaptations, (SD) Staff-Directed, (SW) Staff-Written. Performers are identified as singer (S), actor (A), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally only first runs of a film series are listed. During the summer when many shows are re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listing) are: Adventures of Rin-Tin-Tin, Adventures of Robin Hood, Blondie, Broken Arrow, The Buccaneers, Burns & Allen, Cheyenne, Circus Boy, Conflict, Joseph Cotten Show--On Trial, Crossroads, Bob Cummings Show, Father Knows Best, Ford Theatre, General Electric Theatre, Gunsmoke, Alfred Hitchcock Presents, Life & Legend of Wyatt Earp, Life of Riley, Millionaire, Mr. Adams & Eve, Navy Log, Panic, People's Choice, Playhouse 90, Private Secretary, Schlitz Playhouse, Phil Silvers Show, Telephone Time, 20th Century-Fox Hour, Wire Service, You Are There.

SUNDAY SEPTEMBER 1  
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CAMERA THREE (James MacAndrew)	CBS 11:30am	<u>A Study of Shakespeare's King Henry IV</u> ; (O) Clair Roskam & Warren Wallace; with Joe Ruskin, Frank Grosch, Richard Shepherd, Robert Lansing, Wayne Tippett, Arthur Mallet, Paul Spara, John Marley; Dir - Clay Yurdin.
ED SULLIVAN SHOW	CBS 8pm	<u>ADD</u> : The Del Vikings(S), Floyd Patterson.

MONDAY SEPTEMBER 2
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|                                                           |            |                                                                                                                                                                         |
|-----------------------------------------------------------|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| GEORGIA GIBB'S SHOW                                       | NBC 7:30pm | LAST SHOW OF SEASON.                                                                                                                                                    |
| TALENT SCOUTS                                             | CBS 8:30pm | Shirley McGuire(D), The Tartans(S-M), Jan Wynn(S).                                                                                                                      |
| <u>Those Whiting Girls</u>                                | CBS 9pm    | with regulars & Danny Fix; (SW&SD).                                                                                                                                     |
| TOP TUNES & NEW TALENT<br>(Lawrence Welk)                 | ABC 9:30pm | Judy Joyce(S), Byron Siebman(M).                                                                                                                                        |
| <u>Richard Diamond, Private Detective</u> (David Janssen) | CBS 9:30pm | <u>The Mickey Farmer Case</u> ; Re-run of 7/1/57.                                                                                                                       |
| ARTHUR MURRAY PARTY                                       | NBC 9:30pm | Eddie Albert(A-C), Margo(A), Eddie Bracken(A-C), Dagmar(C), Gene Tierney(A), Janet Blair(A-S), The Everly Bros.(S).                                                     |
| STUDIO ONE SUMMER THEATRE                                 | CBS 10pm   | <u>The Dark Intruder</u> ; (O) Alfred Brenner; with Charles Korvin, Joanne Linville, David Lewis, Roland Winters, House Jameson; Dir - David Greene. <u>LAST SHOW</u> . |

TUESDAY SEPTEMBER 3  
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<u>Meet McGraw</u> (Frank Lovejoy)	NBC 9pm	<u>Wild Autumn</u> ; with regulars & Corey Allen, Edward Binns, Gordon Jones; (SW&SD).
IT'S POLKA TIME	ABC 10pm	Cretan Greek Folk Dancers.
NAT KING COLE SHOW	NBC 10pm	Peggy Lee(S), Julius La Rosa(S).
<u>The Playhouse</u>	CBS 10:30pm	<u>PREMIERE</u> : Re-runs of Schlitz Playhouse.

WEDNESDAY SEPTEMBER 4
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|                 |         |                                                                                                                                                                    |
|-----------------|---------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| VIC DAMONE SHOW | CBS 8pm | Toni Arden(S), Ray Anthony(M), Condos & Brandow(D), George de Witt(C), Paul Winchell(ventril).                                                                     |
| KRAFT THEATRE   | NBC 9pm | <u>Triumph</u> ; (O) Theodore & Mathilde Ferro; with Ralph Bellamy, Betty Field, Murray Matheson, Robert Pastene, Henry Jones, David White; Dir - Robert Mulligan. |

THURSDAY SEPTEMBER 5  
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CLIMAX! (Bill Lundigan)	CBS 8:30pm	<u>Trial By Fire</u> ; (O) Dick Stenger; with Linda Darnell, Forrest Tucker, Harry Townes, Malcolm Brodric; Dir - Don Medford.
LUX VIDEO THEATRE (Ken Carpenter)	NBC 10pm	<u>Old Witch, Old Witch</u> ; (O) Maury Hill; with Margalo Gillmore, Frances Robinson, Aline Towne, Shirley Mitchell, Maury Hill, Billy Chapin, Tom Brown Henry, Dickie Bellis, Dick Goode; Dir - David McDearmon.

FRIDAY SEPTEMBER 6
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|                                                             |            |                                                                                                                                     |
|-------------------------------------------------------------|------------|-------------------------------------------------------------------------------------------------------------------------------------|
| <u>The Adventures of Jim Bowie</u> (Scott Forbes)           | ABC 8pm    | <u>RETURN: NEW SEASON</u> : Epitaph For An Indian; with Mr. Forbes, Peggy McKay, Henry Brandon, Peter Whitney, Lyn Osborn; (SW&SD). |
| <u>Date With The Angels</u><br>(Betty White, Bill Williams) | ABC 9:30pm | <u>Return Of The Wheel</u> ; with regulars & Jimmy Boyd, Sheila James, Maureen Cassidy; (SW&SD).                                    |

MULTIPLE & ACROSS-THE-BOARD SHOWS SEPTEMBER 2 - SEPTEMBER 6  
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JIMMY DEAN SHOW	CBS 7am	Guest this week will be Judy Canova(S-C).
GARRY MOORE SHOW	CBS 10am	<u>RETURN</u> : Regulars are: Durward Kirby, Denise Lor(S), Ken Carson(S), Frank Simms; Music - Howard Smith; 9/5 - Earl Hall(C), 9/6 - Kaye Ballard(C), Stan Freeman(M).
ARLENE FRANCIS SHOW	NBC 10am	9/2 - Guy Pastor(S); 9/3 - Bob Ritterbush(S), Ogden Nash; 9/5 - Gordon Polk(S-C); 9/6 - Guy Pastor(S).
CLUB 60 (Howard Miller)	NBC 1:30pm	with regulars only.
AMERICAN BANDSTAND (Dick Clark)	ABC 3pm	9/2 - The Bobbettes(S), Andy Williams(S); 9/3 - Mello-Kings(S); 9/4 - Libby Dean(S); 9/5 - Brien Fischer(S), Jimmy Cavallo(S).
THE VERDICT IS YOURS (Jim McKay)	CBS 3:30	<u>PREMIERE</u> : The Matter of George And Nora Meyers; Presiding judge will be Arthur P. McNulty; Opposing counsel will be Spencer Pinkham and Abraham Harkavy; Dir - Byron Paul.
NBC MATINEE THEATRE	NBC 3pm	9/2 - <u>The Jewel Box</u> ; (O) Dick Moore; 9/3 - <u>Molly Morgan</u> ; (O) John Steinbeck("Pastures of Heaven"); (A) Reginald Lawrence; 9/4 - <u>Woman Alone</u> ; (O) Shelley Smith("Femme Sole"); (A) Elizabeth Hart; 9/5 - <u>Mr. Krane</u> ; (O) Arthur Rodney Coneybeare; 9/6 - <u>Among Strangers</u> ; (O) Carol Warner Gluck
MODERN ROMANCES (Martha Scott)	NBC 4:45pm	<u>Beauty Queen</u> ; (O) William Kendall Clarke; with Ann Flood, John Kellogg, Alan Stevenson, Dorothy Elder.
TONIGHT (Jack Paar)	NBC 11:15pm	Hans Conried(A), Dick Haymes(S), Betty Johnson(S), will be guests for the entire week. 9/3 - Paul Lind(C); 9/5 - Charles Manna(C).

SATURDAY SEPTEMBER 7
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|                                       |             |                                                                                                                                |
|---------------------------------------|-------------|--------------------------------------------------------------------------------------------------------------------------------|
| TRUE STORY<br>(Kathi Norris)          | NBC 12N     | <u>Fog</u> ; (O) George Lowther; with Phyllis Hill, Hugh Reilly, William Prince, Cort Benson.                                  |
| JULIUS LA ROSA SHOW                   | NBC 8pm     | Lou Carter(C), Stubby Kaye(C), Jaye P. Morgan(S), The Kirby Stone Quartet(S-C), Buddy Morrow & Orch.<br><u>LAST SHOW.</u>      |
| <u>George Sanders Mystery Theatre</u> | NBC 9pm     | <u>You Don't Live Here</u> ; Re-run of 7/13/57.                                                                                |
| COUNTRY MUSIC JUBILEE                 | ABC 10pm    | Jimmy Newman(S).                                                                                                               |
| JIMMY DEAN SHOW                       | CBS 10:30pm | <u>Pre-empted</u> by the Miss America Pageant.                                                                                 |
| YOUR HIT PARADE                       | NBC 10:30pm | <u>RETURN: NEW SEASON</u> : Regulars will be: Jill Corey, Virginia Gibson, Tommy Leonetti, Alan Copeland;<br>Dir - Bill Hobin. |

SUNDAY SEPTEMBER 8  
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CAMERA THREE	CBS 11:30am	<u>Shakespeare's Kings - Part 3 - King Henry V</u> ; (O) Clair Roskam; with Robert Lansing, Joseph Ruskin, Richard Sheppard, Wayne Tippet, Arthur Malet, Paul Sparer; Dir - Clay Yurdin.
<u>Lassie</u>	CBS 7pm	<u>RETURN: NEW SEASON</u> : Regulars in cast will be; Jan Clayton, Tommy Rettig, George Cleveland, Donald Keeler, Jon Provost; <u>The Runaway</u> ; (O) Paul David; with regulars & George Selk, Hallene Hill, Ann Seaton, House Peters; Dir - Phillip Ford.
ED SULLIVAN SHOW	CBS 8pm	(Originating in Madison Square Garden) - Featuring the Ice Capades of 1958, Jean Carroll(C), Marion Marlowe(S), The Chordettes(S), Jimmie Rogers(S), Jackie(balancing), Della Reese(S).
STEVE ALLEN SHOW	NBC 8pm	Robert Young(A), Martha Raye(C), Eydie Gorme(S), Steve Lawrence(S), Milton Caniff(cartoonist).
GOODYEAR PLAYHOUSE	NBC 9pm	<u>The House</u> ; (O) Art Wallace; with Jay C. Flippen, Hope Emerson, Mark Richman, Frances Sternhagen; Dir - Paul Stanley.
<u>The Web</u> (William Bryant)	NBC 10pm	<u>The Man Below</u> ; (O) Don Brinkley & George Slavin; with Robert F. Simon, Bartlett Robinson, Strother Martin, Fay Morley, Claudia Bryar, Bob Wehling; Dir - Allen H. Miner.

ROSS REPORTS — TELEVISION INDEX

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EDITOR: Jerry Leichter

PROGRAMS · ADVERTISERS · TALENT

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MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

There will be 21 programs returning or making debuts for the fall season next week, from Sept 9 thru 15. Subject to last minute changes in return dates, there will be 17 shows up with new fall clothes or debuts between Sept 16 and 22. The following week, 23-29, will include 15 more programs in the same categories. These figures do not allow for some single specials or one-shots during that period, but even so the total of 53 programs charging the TV schedules in a three-week burst makes this the most active period of the year. It is also the most nerve-wracking period of the year with so much in hope, reputation and money being staked on the vagary of public approval and the accident of a sleeper success in competitive time. This is the time of the year when the producers and stars have to get their licks in for promotion purposes, because there's a 50-50 chance that after a series has been on the home screens for a few weeks no one will be interested in the plans for a particular program -- the evidence will have already convicted the guilty ones.

The Jimmy Dean Show moves to 12noon-1pm EDT Saturday spot over CBS on Sept 28, replacing Big Top, kids circus show which has been running continuously since Jan 27, 1951. The regular Monday thru Friday Jimmy Dean set-up will continue, with the new Saturday feature to be called The Jimmy Dean Saturday Show. The current Saturday night version for Hazel Bishop ends its run on Sept 14, with the new Merle Oberon Assignment Foreign Legion film series taking over the 10:30-11pm EDT spot on Sept 21.The Polly Bergen Show debuts over NBC on Sept 21, alternate Saturdays, 9-9:30 pm EDT, with Club Oasis bowing in the same spot the following week. The Oasis show (it will be interesting to see how newspaper log listings handle that little commercial line) will have Dean Martin as star for four to six programs during the season, with every top singer in the business not lined up for a competitor being approached to handle one or two shows as starring guest. Martin, by the way, is no longer a partner in York Productions. Jerry Lewis and Paramount Pictures are now sole owners of the motion picture and TV production firm.....Jane Wyman has taken over as producer on her film series, after Eva Wolas quit. Miss Wolas, who gets producer credit on the first two films of the series, left the post after a disagreement with Miss Wyman about whether "producer" meant what it seemed to be mean.....Daily Variety has generated some pre-season "feud talk" in Hollywood with a report that the comedians will satirize the flood of Westerns this season, hoping to do their small bit in laughing a few of them off the air -- in a did she fall or wuz she pushed mood. The day after this item broke last week, the trade paper solemnly reported that some of the cowboy chieftains retorted on a lofty plane, along the line of, if the children of America prefer to emulate us the comedians can't do much about it. One wise crack from another source sees the comparative "rating" appeal this way: "Which ones help open more supermarkets, comedians or cowboys?"

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(MORE)

Jack Palance, Steve Allen, Rudy Vallee and Billie Burke have been added to the cast for the Texaco Command Appearance over NBC, Thursday, Sept 19, which will do honor to the long career of Ed Wynn. The program will have NY and LA originations..
.....Ex-U. S. Navy notables who may be connected with ABC's Navy Log series during the coming season, whether as narrator, technical advisor or story subject, will probably not receive any pay, but donations will be made in their names to a new fund set up by Naval Academy alumni for the construction of a sports stadium at Annapolis. Among those who have agreed to the proposal are Senator John F. Kennedy of Massachusetts, Gov. Joe J. Foss of South Dakota and Ernest Borgnine. Producer Sam Gallu would also like to have Lord Louis Mountbatten of Great Britain in the fold to be connected with one of the films to be shot in the Mediterranean area next spring.

It seems that everyone is talking about that Paddy Chayefsky interview in Hollywood last week in which he said, television has been going downhill during the last two years because of its own "stupidity." The crucial quote (which may be sincere even if the circumstances are a bit suspicious) was, "The industry has no pride and no culture. The movies, with all their commercial crassness, can point to something they've done with pride during the year." A few days before, Chayefsky, now a movie producer of his own scripts, attacked the movie industry for its bad pictures, bad selling methods and mis-directed advertising. Whether he's attacking present-day television or motion pictures, Chayefsky is blunt-spoken -- with a scatter-gun effect. It may be pertinent to point out that Chayefsky has had 11 one-hour scripts produced on live television -- all on Television Playhouse, the Sunday evening former Philco-Goodyear version, between September, 1952 and May, 1955. He has one television film script credit for a long play, "The Great American Hoax," on the Twentieth Century-Fox Hour this past May. There is no record of how many deals may have been offered to the writer by other programs which were turned down, although he is bitter about one or more offers "for my name -- they think my name will attract, but not the script." Among his other remarks are: "Money never was a writer's most serious demand. A good writer wants to be fulfilled as an artist," and "There is no artistic integrity in the business today, except for a few individuals such as Martin Manulis." (Manulis, producer of Playhouse 90, evidently hasn't been able to parlay his integrity into acquiring a Chayefsky script for television, because none has been announced for this season. But Chayefsky, serious writer, in discussing the success and failure of movies, has his own budgets, splits and profits at his fingertips. There's artistic integrity available in the motion picture field, too -- and the profits are higher).

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EDITOR: Jerry Leichter

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (September 9)

ABC- 9-9:30pm NYT; RETURN - Voice of Firestone - LIVE from WABC-TV(NY), 85 stations live and nine. § Sponsor- The Firestone Tire & Rubber Co (Tires) thru Sweeney & James Co(Cleve); Comm & Prog Annncr- Hugh James. § Pkgr- Firestone Tire & Rubber Co with ABC-TV(NY); Prod- Frederick Heider; Dir- Cort Steen; Assoc Dir- George Patrick; Music Dir- Howard Barlow; Choral Dir- Harry Simeone; Staged By- Frank Westbrook; Continuity- A. J. McGinness(Firestone). § Program features popular and light classical music for orchestra, chorus and soloist. The program enters its 10th year on TV after the first summer vacation in its broadcast history. The program will no longer be simulcast. The program succeeds a summer program of documentaries, ABC Presents (last show in this time spot, Sept 2).

CBS- 10-11pm NYT; RETURN - Studio One - LIVE from WCBS-TV(NY), 109 stations live, 18 nine. § Sponsor- Westinghouse Electric Corp (Consumer & Institutional) thru McCann-Erickson, Inc(NY); Acct Exec- James Gillis. § Pkgr- CBS-TV(NY); Alternate production staffs; Sept 9 thru Oct 14: Prod- Gordon Duff; Asst to Prod- Joe Scully; Alt Dirs- Tom Donovan, Jack Smight. Start Oct 21 for six or more weeks: Prod- Herbert Brodtkin; Assoc Prod- Norman Felton; Asst to Prod- Joseph Gantman; Dirs- to be named. Basic production staffs for both groups: Music Dir- Eugene Cines; Art Dirs- John Ward alt with Larry Eggleton; Sets- Wes Laws alt with Ken Krausgill; Costumes- Leslie Renfield; Script Consult- William Yates; Casting- Alixe Gordon(CBS); Comm Annncrs- Betty Furness (Product), John Cameron Swayze (Institutional); Prog Annncr- Art Harnes. § Return for its ninth season of live hour-long dramatic programs of all types using top Broadway and Hollywood talent. The program succeeds its summer replacement, Studio One Summer Theatre (last show Sept 2).

NBC- 8:30-9pm NYT; RETURN - Tales of Wells Fargo - FILM from WRCA-TV(NY) & KRCA-TV(LA), 112 stations net, 9 delayed. § Alternate Week Sponsors- 1) American Tobacco Co (Pall Mall Cigarettes) thru Sullivan, Stauffer, Colwell & Bayles, Inc (NY); Acct Exec- William Spire. 2) Buick Motor Div, GMC thru Kudner Agency, Inc(NY); Acct Exec- J. J. Cochran. § Pkgr & Film Prod- Overland Productions, Inc., with Revue Productions, Inc., at Republic Studios, Hollywood. Cal.; Prod- Nat Holt; Dir- Earl Bellamy, others; Music Superv- Stanley Wilson; Art Dir- Martin Obzina; Dir of Photog- R. Rennahan; Story Consultant- Frank Gruber; Writers- Various. § Dale Robertson stars in the western adventure series as Jim Hardie, Wells Fargo agent. The program returns for its second season, succeeding its summer replacement, Action Tonight (last show Sept 2).

THIS WEEK(Cont'd)

Tuesday(September 10)

NBC- 7:30-8pm EDT; SPECIAL - The Big Issue - LIVE from WRCA-TV(NY), to the net. § Sustaining. § Pkgr- Lawrence Spivak with NBC Public Affairs(NY); Prod- Lawrence Spivack; Dir- Not available. § Debate and discussion, moderated by Lawrence Spivak, on the cause and possible cures for juvenile delinquency; with prominent law enforcement officials and judges participating. The special program is in the time formerly occupied by The Andy Williams-June Valli Show (Tue & Thu, 7:30-7:45pm EDT; last show Sept 5) and NBC News, 7:45-8pm NYT (see Other Network Changes).

Wednesday(September 11)

CBS- 7:30-8pm NYT; RETURN - I Love Lucy - FILM from WCBS-TV(NY) & KNXT(LA), no. of stations not available. § Alternate Week Sponsors- 1) Gold Seal Co (Glass Wax, Snowy Bleach) thru Campbell-Mithun, Inc(Minn). 2) W. A. Sheaffer Pen Co thru Russel M. Seeds Co., Inc(Chi). § Pkgr & Film Prod- Desilu Productions, Inc., at Motion Picture Center, Hollywood, Cal.; Prod- Desi Arnaz; Dirs- James V. Kern, others; Music Dir- Wilbur Hatch; Writers- Bob Carroll, Jr., Madelyn Pugh, Bob Schiller, Jess Oppenheimer. § Re-runs of films in the series formerly seen over the net on Mondays, 9-9:30pm NYT. The series is no longer in production. The program replaces My Friend Flicka (last show Sept 4; moves to NBC, Sunday, 6:30-7pm NYT, effective Sept 22).

Thursday(September 12)

CBS- 9:30-11pm NYT; RETURN - Playhouse 90 - LIVE from KNXT(LA); several FILM from WCBS-TV(NY) & KNXT(LA), 123 stations live, 13 videotape and kine. § Alternate Week Sponsors and Co-Sponsors- 1) Bristol-Myers Co (Ban, Bufferin, Trushay, Ipana, Theradan) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Len Carey (9:30-10:30pm alt weeks). 2) Philip Morris, Inc (Marlboro Cigarettes) thru Leo Burnett, Inc(Chi) (9:30-10pm alt weeks). 3) American Gas Association thru Lennen & Newell, Inc(NY) (10-10:30pm alt weeks). 4) Kimberly-Clark Corp., Cellucotton Sales Div (Kleenex) thru Foote, Cone & Belding(Chi); Acct Exec- J. Stuart Doyle (10:30-11pm alt weeks). 5) Allstate Insurance Co thru Leo Burnett Co., Inc(Chi) (10:30-11pm alt weeks). § Pkgr- CBS-TV(LA); Prod- Martin Manulis; Assoc Prod- Peter Kortner; Dirs- John Frankenheimer, Vincent J. Donehue, George Roy Hill, Arthur Hiller, Arthur Penn, Franklin Schaffner, and Alex Segal; Story Ed- Del Reisman. § Weekly hour-and-a-half drama anthology series, live, with some filmed dramas during the season, presenting originals and adaptations with top name starring and featured players from Hollywood and Broadway. The program has presented re-runs of last season's filmed dramas during the summer (last repeat filmed program Sept 5).

NBC- 7:30-8pm NYT; ADD EVENING PROGRAM - Tic Tac Dough - LIVE (COLOR) from WRCA-TV(NY), approx 100 stations live and kine. § Sponsor- Warner-Lambert Pharmaceutical Co., Emerson Drug Co Division, other divisions; Emerson (Bromo Seltzer) thru Lennen & Newell, Inc(NY); Acct Exec- Martin Dwyer; other divisions and products thru various agencies; participations not set at press time. § Pkgr- Barry & Enright Productions, Inc(NY); Exec Prod- Robert Noah; Co-Prod- Jack Barry; other staff assignments not set. § Evening version of the Mon thru Fri, 12noon-12:30pm NYT quiz show, but a completely separate version with Jay Jackson as m.c. (Jack Barry continues as m.c. of the daytime program). The program replaces The Andy Williams-June Valli Show, 7:30-7:45pm EDT (last show Sept 5; see The Big Issue, Tuesday listing) and NBC News, 7:45-8pm EDT (see Other Net Changes).

THIS WEEK(Cont'd)

Friday(September 13)

CBS- 10:30-11pm NYT; RETURN - Person to Person - LIVE control from WCBS-TV(NY)
and remotes, approx 101 U. S. stations live, 1 Canadian, no kines. §
Alternate Week Sponsors- 1) Time, Inc (Life, Time magazines) thru Young & Rubi-
cam, Inc(NY); Acct Execs- Layng Martine(Life), Eric Schlubach(Time). 2) 67 East-
ern stations: American Oil Co (AMOCO) thru Joseph Katz Co(NY); Acct Exec- William
Lynn. 32 Midwestern & West Coast stations: Theo. Hamm Brewing Co (Beer) thru
Campbell-Mithun, Inc(Minn). § Pkgr- Person to Person, Inc. with CBS-TV(NY);
Prods- Edward R. Murrow, Jesse Zousmer, John A. Aaron; Dirs- Robert Sammon,
Charles Hill(remote), Bob Daily(studio); Editorial Assoc- John Horn, David Moore;
Prod Consult- Aaron Ehrlich. § Fifth season of Edward R. Murrow's "visits,"
via remote cameras, with two celebrities per show. He chats informally via mic-
rowave and phone lines from the stio in NY with the personalities and their fam-
ilies in their homes. The program succeeds its summer replacement, Pantomime
Quiz (last show Sept 6).

NBC- 7:30-8pm NYT; DEBUT - Saber of London - FILM from WRCA-TV(NY), approx 55
stations net. § Sponsor- Sterling Drug, Inc (Bayer Aspirin, Phillips Milk
of Magnesia, Ironized Yeast, Bayer Nasal Spray) thru Dancer-Fitzgerald-Sample,
Inc(NY); Acct Exec- A. W. Spence, Jr. § Pkgr & Film Prod- Edward J. and Harry
Lee Danziger, at M-G-M Studios, London, England; Dirs & Writers- Various. §
Mystery-suspense film series on the adventures of private detective Mark Saber,
with Donald Gray in the title role, featuring Neil McCallum as his assistant,
Pete Paulson. Gray's Saber characterization originally appeared in films as
part of the The Vise anthology series over the ABC net and eventually became
the weekly star. Re-runs of these films are currently shown as Detective's
Diary over NBC, Saturdays, 12:30-1pm NYT. Saber of London is a new series, re-
placing The Helen O'Connell Show (Wed & Fri, 7:30-7:45pm EDT; last show Sept 6)
and NBC News, 7:45-8pm NYT.

Saturday(September 14)

CBS- 8-9pm EDT; SPECIAL - "Pendleton Roundup" Rodeo - LIVE from KNXT(LA), via
remote line from Pendleton, Ore., no. of stations not available. § Spon-
sor- General Mills, Inc (Cereals) thru Tatham-Laird, Inc(Chi). § Pkgr- CBS-TV
(LA): Prod- Don Hine; Dir- Don Cook. § One-time telecast of the World's Champ-
ionship Rodeo at Pendleton, Oregon, begun in 1910. "The Lone Ranger" will act
as the official television score-keeper of the top rodeo events being televised.
The program preempts The Jimmy Durante Show, 8-8:30pm EDT and replaces Two For
The Money (last show Sept 7).

CBS- 9:30-10pm NYT; DEBUT - Have Gun, Will Travel - FILM from WCBS-TV(NY) & KNXT
(LA), no. of stations not available. § Alternate Week Sponsors- 1) Lever
Bros Co (All Products) thru J. Walter Thompson Co(NY); Acct Execs- Philip Mygatt,
Standish Marsh. 2) Whitehall Pharmacal Co (Anacin, BiSoDol, Freezone) thru
Ted Bates & Co, Inc(NY); Acct Exec- Dan Rodgers. § Pkgr- CBS-TV; Film Prod-
Filmaster Productions, Inc at California Studio, Hollywood, Cal.; Prod- Julian
Claman; Prod Exec- Robert Stabler; Dir- Andrew V. McLaglen; Story Ed- Ellis Kad-
ison; Dir of Photog- W. Margulies. § Richard Boone stars as Paladin, a former
U. S. Army officer whose gun is for hire in the period of the 1870's; always
ready to fight on the side of the right as a gentleman soldier of fortune -- as
a paladin, a knight of old. The program replaces S. R. O. Playhouse (last show
Sept 7).

NBC- 8-9pm NYT; RETURN - The Perry Como Show - LIVE (COLOR) from WRCA-TV(NY), 128
stations live, 17 kine and quick kine. § Alternate Week Segment Sponsors,
one-third program each: 1) Kimberly-Clark Corp, Cellucotton Sales Div (Kleenex,
other products) thru Foote, Cone & Belding(Chi); (continued on next page)

THIS WEEK(Cont'd)

Saturday(September 14)

NBC- Perry Como Show (Cont'd from previous page): Moxzema Chemical Co (Various Products) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); American Dairy Assn (General Promotion) thru Campbell-Mithun, Inc(Minn). 2) Radio Corp of America (RCA Victor) and Whirlpool-Seeger Corp (RCA Estate Ranges, Whirlpool Washers) thru Kenyon & Eckhardt, Inc(NY); Sunbeam Corp (All Products) thru Perrin-Paus Co(Chi); Knowmark Manufacturing Co., Inc (Esquire Polishes) thru Emil Mogul Co., Inc(NY). § Pkgr- Roncom Productions(NY); Prod- Robert S. Finkel; Assoc Prod- Henry Howard; Dir- Grey Lockwood; Music Dir- Mitchell Ayres; Choreog- Louis DaPrun; Writers- Goodman Ace(head), Mort Green, George Foster, Jay Burton; Prog Anncr- Frank Gallop. § Perry Como returns with his musical, variety show with the Ray Charles singers, Louis DaPrun dancers, Mitchell Ayres orchestra and guest stars. The program succeeds its summer replacement, The Julius La Rosa Show (last show Sept 7).

Sunday(September 15)

CBS- 5:30-6pm EDT; SPECIAL - Wirtschaftswunder: The German Comeback - FILM from WCBS-TV(NY), to the net. § Sustaining. § Pkgr- CBS News(NY); Film Prod- CBS News, Special Program Unit; Prod- Leslie Midgley; Assoc Prod- Joseph Zigman; Dir- Vern Diamond; Camera-Sound Unit- Gerhard Schwarzkopf, Gernot Anderle. § Walter Cronkite does a live narration in New York for a special film report on Germany's economic recovery from the war; with Ernest Leiser acting as guide and interviewer in the films, made in Munich. John Sharnik wrote the program.

CBS- 7:30-8pm NYT; DEBUT - Bachelor Father - FILM from WCBS-TV(NY) & KNXT(LA), 163 stations net, 17 delayed. § Sponsor- The American Tobacco Co (Hit Parade Cigarettes) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Stephan P. Bell; TV Acct Rep- Bill Connor. § Pkgr- Bachelor Productions, Inc; Film Prod- Revue Productions, at Republic Studios, Culver City, Calif.; Prod- Harry Ackerman; Dir- Jerry Hopper; Writers- Arthur Alsberg, Nate Monaster; Dir of Photog- William Sickner. § John Forsythe stars as an attorney, Bentley Gregg, who has many clients from the film world; featuring Noreen Corcoran as his teen-age niece Kelly, Sammee Tong as his houseboy Pete and Alice Backes. The program will be seen alternate weeks. It replaces My Favorite Husband (last show Sept 8).

NBC- 2:30-3pm NYT; DEBUT - Wisdom - FILM from WRCA-TV(NY) & KRCA-TV(LA), to the net. § Sustaining. § Pkgr & Film Prod- NBC Special Projects Div(NY); Exec Prod- Henry Salomon; Prod- Robert Graff; Production staffs- Various. § A series of 26 programs, films of visits with outstanding figures of the world, some new, some seen before over the net as Conversations with Elder Wise Men, Visits with Distinguished Persons and Wise Elders.

NBC- 3:30-4pm NYT; DEBUT - Look Here! - LIVE from WRCA-TV(NY), or WRC-TV(Wash), or remotes, to the net. § Sustaining. § Pkgr- NBC Special Projects Div (NY); Exec Prod- Henry Salomon; Prod- Robert Graff; Production staffs- Various. § Martin Agronsky is regular interviewer on this program, talking to one person a week, someone from any field who has something thought-provoking to contribute to a timely discussion, or conversational interview-in-depth. The interviews will be telecast from the subject's home or other location significant to the discussion.

NBC- 4-5:30pm NYT alt weeks; RETURN - Wide Wide World - LIVE control from WRCA-TV(NY), with remotes, approx 145 stations live. § Sponsor- General Motors Corp (All Auto Divisions) thru MacManus, John & Adams, Inc (producing agency); and Delco-Remy Div and United Motors Service Div thru Campbell-Ewald Co., Inc (Detroit); and A. C. Spark Plug, Harrison Radiator (Continued on next page)

THIS WEEK(Cont'd)

Sunday(September 15)

NBC- Wide Wide World (Cont'd from previous page): Hyatt Bearings, New Departure and Saginaw Steering Gear Divisions thru D. P. Brother & Co(Detroit). § Pkgr- NBC-TV(NY); Exec Prod- Barry Wood; Prods- Herbert Sussan, John Goetz, Alan Neuman, Ted Rogers; Dir- Van Fox(NY control); Music Dir & Composer- David Broekman; Writer- Joe Liss. § Dave Garroway is host and narrator for live television explorations of a variety of themes, with each program concentrating on various aspects of a single broad subject. Remote field units around the country are tied in through NY control. There will be 20 programs in this season's series.

NBC- 7:30-8pm NYT; DEBUT - Sally - FILM from WRCA-TV(NY) & KRCA-TV(LA), no. of stations not available. § Alternate Week Sponsors- 1) Chemstrand Corp (Acrilan and Chemstrand nylon fibers) thru Doyle Dane Bernbach, Inc(NY); Acct Exec- Joseph R. Daly. 2) Royal Typewriter Co., Div of Royal McBee Corp thru Young & Rubicam, Inc(NY); Acct Exec- T. J. Smith. § Pkgr- Caulross Productions, Inc., at Paramount Studios, Hollywood, Calif.; Prod- Frank Ross; Dir- William Asher; Asst Dir- Bud Brill; Dir of Photog- George Clemens; Art Dir- John Goodman; Sets- Ray Moyer; Writer- Phil Shuken. § Joan Caulfield stars in the title role as a dept store sales girl who becomes the globe-trotting companion of a wealthy scatterbrained matron, Mrs. Myrtle Banford, played by Marion Lorne. The program replaces Circus Boy (last show Sept 8).

OTHER NETWORK CHANGES & ADDITIONS

ABC- Bold Journey (Mon, 8:30-9pm NYT) New series begins Sept 9; has been seen in re-run during the summer (see Television Index card).

Telephone Time (Tue, 9:30-10pm NYT) New series begins Sept 10; has been seen in re-run during the summer. Dr. Frank Baxter is host for the series, succeeding John Nesbitt (see Television Index card). Writers are now various.

Disneyland (Wed, 7:30-8:30pm NYT) New series begins Sept 11; has been seen in re-run during the summer. Sponsorships, effective Sept 11; alternate weeks, one half-hour each: 1) Derby Foods, Inc (Peanut Butter) thru McCann-Erickson, Inc(Chi); Acct Exec- John Kinsella; and General Mills, Inc (Cereals) thru Tatham-Laird, Inc(Chi). 2) General Foods Corp (Jell-O Puddings, other products) thru Young & Rubicam, Inc(NY), and Reynolds Metals Co (Aluminum Products) thru Buchanan & Co., Inc(NY) and Clinton E. Frank, Inc(Chi). (See Television Index card).

You Asked For It (Sun, 7-7:30pm NYT) New series begins Sept 15; has been seen in kine and film re-run during the summer (see Television Index card). Exec Prod is now Tommy Tomlinson.

CBS- U.N. In Action; RETURN Sept 8; Sun, 11-11:30am NYT; LIVE & FILM from WCBS-TV(NY) to the net. § Sustaining. § Pkgr- CBS Public Affairs(NY); Prod- Harry Rasky; Writer- Lane Slate; Research- Murray Katzman. § Larry LeSueur acts as host for live and filmed reports on news made at the United Nations when the Assembly is in session. Film segments of the program are narrated by George Hicks. When U. N. In Action is on the network schedule it replaces Eye On New York, which reverts to local program status over WCBS-TV(NY) (last net program was Sept 1).

Professional Football; RETURN Sept 8, Sun afternoons, various times and origins; pre-season telecasts are full network; starting with the regular season National Football League games on Sept 29, all telecasts are regional. Following each of the pre-season exhibition games, Professional Football Review will be presented, with Bill Hickey giving scores, highlights of games and interviews with football experts. Starting Sept 29, the Review program will be seen only over a New England regional net, including New York and Pennsylvania.

OTHER NETWORK CHANGES(Cont'd)

CBS- World Water Ski Tournament; SPECIAL Sept 14; Sat, 5:30-6:30pm EDT; LIVE remote, to the net. § Sustaining. § Pkgr- CBS Sports; production info not available. § Bud Palmer describes the action at Cypress Gardens, Winter Haven, Fla. Another telecast will also be presented Sunday, Sept 15, 1-2pm EDT.

The Gale Storm Show - Oh! Susanna (Sat, 9-9:30pm NYT) New series begins Sept 14; has been seen in re-run during the summer (see Oh! Susanna Television Index card). Program now has alternate week sponsors: 1) The Nestle Co (Nescafe) thru Bryan Houston, Inc(NY); Acct Exec- Joseph Scheideler. 2) Helene Curtis Industries, Inc (Stopette, Enden Shampoo, Flor) thru Edward H. Weiss & Co(Chi).

Gunsmoke (Sat, 10-10:30pm NYT) New series begins Sept 14; has been seen in re-run during the summer (see Television Index card). Production staff additions: Dirs- Ted Post, Richard Whorf, Buzz Kulick.

NBC- NBC News; new times effective Sept 9; Mon thru Fri, 6:45-7pm NYT, with live repeat 7:15-7:30pm NYT to serve various time zones; program has been seen 7:45-8pm NYT since it debuted in its present form Oct 29, 1956. (See Television Index card). Current Production staff: Prod- Reuven Frank; Dirs- Jack Sughrue, Jim Kitchell(NY); Ralph Peterson(Wash); Assoc Dir- Charles Sieg; News Ed- Eliot Frankel; Writers- Arthur Hepner, William Hill; Assoc in Production- George Murray, Ann Kramer.

The Jazz Age; SPECIAL Sept 11; Wed, 7:30-8:30pm EDT; FILM from WRCA-TV(NY), to the net. § Sustaining. § Repeat showing of the "Project 20" program originally presented on the net Dec 6, 1956. The late Fred Allen is narrator. The program has its one-time showing in the spot formerly occupied by The Helen O'Connell Show (Wed & Fri, 7:30-7:45pm EDT; last show Sept 6), NBC News, 7:45-8pm EDT (see above listing) and Masquerade Party, 8-8:30pm EDT (last show Sept 4).

Life Of Riley (Fri, 8:30-9pm NYT) New series begins Sept 13; has been seen in re-run during the summer (see Television Index card). Alternate week is Sustaining; Alternate Week Sponsor: Lever Bros. Co (Wisk, Lux Liquid); Wisk thru Batten, Barton, Durstine & Osborn, Inc(NY), producing agency; Acct Superv- Roland Cramer; Acct Exec- Donald A. Porter; Lux Liquid thru J. Walter Thompson Co (NY); Acct Exec- Philip Mygatt. Current cast: William Bendix stars as Chester A. Riley, with Marjorie Reynolds as Peggy his wife; Eugene Sanders and Wesley Morgan as their son and daughter; Tom D'Andrea as Gillis, Riley's friend, and Gloria Blondell as Honeybee, Gillis' wife. Production staff: directors now various.

People Are Funny (Sat, 7:30-8pm NYT) New series begins Sept 14; has been seen in re-run during the summer (see Television Index card). Production staff changes: Prod- John Guedel; Dir- Irv Atkins; Prog Mgr- Walter Guedel; Dir of Photog- Alan Stensvold; Ideas By- Louis Schor, Mannie Manheim, Jack Houston.

TALENT SHOWSHEET SEPTEMBER 6 - SEPTEMBER 15
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Most of the shows on September 6,7,8, were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday September 13. Script identifications used are: (O) Original, (A) Adaptations, (SD) Staff-Directed, (SW) Staff-Written. Performers are identified as singer (S), actor (A), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally only first runs of a film series are listed. During the summer when many shows are re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listing) are: Adventures of Rin-Tin-Tin, Adventures of Robin Hood, Blondie, Broken Arrow, The Buccaneers, Burns & Allen, Cheyenne, Conflict, Joseph Cotten Show--On Trial, Crossroads, Bob Cummings Show, Father Knows Best, Ford Theatre, General Electric Theatre, Alfred Hitchcock Presents, Life & Legend of Wyatt Earp, Millionaire, Mr. Adams & Eve, Navy Log, Panic, People's Choice, Private Secretary, Phil Silvers Show, 20th Century-Fox Hour, Wire Service, You Are There.

SUNDAY SEPTEMBER 8  
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FRONTIERS OF FAITH	NBC 1:30pm	<u>Guest</u> : Dr. Norman Vincent Peale. <u>NOTE NEW TIME.</u>
STEVE ALLEN SHOW	NBC 8pm	<u>ADD</u> : Dave Garroway(C)

MONDAY SEPTEMBER 9
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|                                                           |            |                                                                                                                                                                                                                                                                                                                            |
|-----------------------------------------------------------|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| TALENT SCOUTS                                             | CBS 8:30pm | Chuck Nelson(S), Betty Holt(S), The Frontiersmen(S).                                                                                                                                                                                                                                                                       |
| <u>Tales of Wells Fargo</u><br>(Dale Robertson)           | NBC 8:30pm | <u>RETURN: NEW SEASON</u> : Regular in this series is Mr. Robertson; <u>Belle Starr</u> ; with regulars & Jeanne Cooper; <u>Dir - Earl Bellamy</u> ; (SW).                                                                                                                                                                 |
| VOICE OF FIRESTONE                                        | ABC 9pm    | <u>RETURN: NEW SEASON</u> : Robert Merrill(S); <u>Dir - Cort Steen</u> .                                                                                                                                                                                                                                                   |
| <u>Those Whiting Girls</u>                                | CBS 9pm    | with regulars & Casey Adams; (SW&SD).                                                                                                                                                                                                                                                                                      |
| TOP TUNES & NEW TALENT<br>(Lawrence Welk)                 | ABC 9:30pm | Glauco A'Attili(M), Brian Siebman(M), Eltra Camsler(S).                                                                                                                                                                                                                                                                    |
| <u>Richard Diamond, Private Detective</u> (David Janssen) | CBS 9:30pm | <u>Venus of Park Avenue</u> ; with regulars; (SW&SD).                                                                                                                                                                                                                                                                      |
| ARTHUR MURRAY PARTY                                       | NBC 9:30pm | Farley Granger(A), Jack Carter(C), Ben Blue(C), Paul Winchell(ventril), Ricardo Montalban(A).                                                                                                                                                                                                                              |
| STUDIO ONE                                                | CBS 10pm   | <u>The Night America Trembled</u> ; (O) Nelson Bond; (Based on the 1938 broadcast "War Of The Worlds", by H.G. Wells); Narrated by Edward R. Murrow; with Alexander Scourby, Casey Allen, Priscilla Gillette, Crahan Denton, Norman Rose, Frank Marth, James Coburn; <u>Dir - Tom Donovan</u> ; <u>RETURN: NEW SEASON.</u> |

TUESDAY SEPTEMBER 10  
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<u>Meet McGraw</u> (Frank Lovejoy)	NBC 9pm	<u>The Good Doctor</u> ; with regulars & Barbara Morrison, Nora Marlowe; (SW&SD).
<u>Telephone Time</u> (Dr. Frank Baxter)	ABC 9:30pm	<u>RETURN: NEW SEASON</u> : Dr. Baxter is new host for series. <u>Revenge</u> ; (O) Laslo Vadnay; with Greer Garson, Grant Richards, Florenz Ames; <u>Dir - Lewis Allen</u> .
IT'S POLKA TIME	ABC 10pm	The Klub Kavkax Russian Folk Dancers.
NAT KING COLE SHOW	NBC 10pm	Ella Fitzgerald(S), The Four Lads(S); <u>LAST SHOW IN THIS TIME SPOT.</u>

WEDNESDAY SEPTEMBER 11
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|                    |            |                                                                                                                                                                                              |
|--------------------|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Disneyland</u>  | ABC 7:30pm | <u>RETURN: NEW SEASON:</u> <u>Peter And The Wolf</u> ; (O) Dick Huemer(With The Music of Serge Prokofieff); Dir - Clyde Geronimi.                                                            |
| <u>I Love Lucy</u> | CBS 7:30pm | <u>PREMIERE:</u> Re-runs of previous seasons shows.                                                                                                                                          |
| VIC DAMONE SHOW    | CBS 8pm    | Duke Ellington(M), Roberta Sherwood(S), Patti Page(S), Robert Maxwell(M), Shecky Green(C); <u>LAST SHOW.</u>                                                                                 |
| KRAFT THEATRE      | NBC 9pm    | <u>The Old Ticker</u> ; (O) John Whedon; with Paul Hartman, Glenda Farrell, Sam Levene, Larry Blyden, Eddie Bracken; Dir - William Graham.                                                   |
| US STEEL HOUR      | CBS 10pm   | <u>Windfall</u> ; (O) Bob & Wanda Duncan; with Ed Begley, Andrew Duggan, Burt Brinckerhoff, Philip Abbott, Frances Fuller, Louise Platt, Nancy Marchand, Richard Coogan; Dir - Fielder Cook. |

THURSDAY SEPTEMBER 12  
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CLIMAX! (Bill Lundigan)	CBS 8:30pm	<u>The Secret Of The Red Room</u> ; (O) Mary Loos; (A) Charles Larsen; with Anna Maria Alberghetti, Michael Rennie, Judith Evelyn, Una Merkel, Arthur Franz; Dir - Paul Nickell.
PLAYHOUSE 90	CBS 9:30pm	<u>RETURN: NEW SEASON:</u> <u>The Death Of Manolete</u> ; (O) Barnaby Conrad; (A) Paul Monash; with Jack Palance, Suzy Parker, Robert Middleton, Esther Minciotti, Nehemiah Persoff, Ray Danton; Dir - John Frankenheimer.
LUX VIDEO THEATRE (Ken Carpenter)	NBC 10pm	<u>The Last Act</u> ; (O) Margery Allingham; (A) William L. Stuart; with Jack Cassidy, Lilia Skala, Veola Vonn, Abraham Sofaer, Liam Sullivan, Charles Meredith, Tom Brown, Naomi Stevens; Dir - Norman Morgan.

FRIDAY SEPTEMBER 13
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|                                                             |             |                                                                                                                                                                                                                                      |
|-------------------------------------------------------------|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Saber Of London</u><br>(Donald Gray)                     | NBC 7:30pm  | <u>PREMIERE:</u> Mr. Gray and Neil McCallum will be regulars in this series. The Captain And The Killers; with regulars & Len Sharp; (SW&SD). Producers - Harry Lee Danziger & Edward J. Danziger.                                   |
| <u>Life of Riley</u><br>(William Bendix)                    | NBC 8:30pm  | <u>RETURN: NEW SEASON:</u> Regulars in this series will be: Mr. Bendix, Marjorie Reynolds, Tom D'Andrea, Eugene Sanders, Wesley Morgan, Gloria Blondell; <u>Gossip</u> ; with regulars; Writers - Dick Conway, Roland MacLane; (SD). |
| <u>Date With The Angels</u><br>(Bill Williams, Betty White) | ABC 9:30pm  | <u>The Gorilla</u> ; with regulars & George D. Barrows; (SW&SD).                                                                                                                                                                     |
| <u>Schlitz Playhouse</u>                                    | CBS 9:30pm  | <u>The Three Dollar Bill</u> ; (O) Lew Meltzer & Edna Anhalt; with Steve Forrest, Pat Crowley, George Chandler, Vivi Janiss, Robert Carson, Olan Soule; Dir - Paul Henreid.                                                          |
| PERSON TO PERSON                                            | CBS 10:30pm | <u>RETURN: NEW SEASON:</u> Host is Edward R. Murrow.                                                                                                                                                                                 |



MULTIPLE & ACROSS-THE-BOARD SHOWS SEPTEMBER 9 - SEPTEMBER 13  
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JIMMY DEAN SHOW	CBS 7am	June Valli(S), will be the guest this week.
GARRY MOORE SHOW	CBS 10am	9/10 - Will Holt(S); 9/12 - Ivan Sanderson; 9/13 - Mickey Deems(C), Hines & Ford(C).
ARLENE FRANCIS SHOW	NBC 10am	9/9 - Anna English(S); 9/10 - Carol Burnett(C); Alan Dale(S); 9/11 - Marshall Izen(puppeteer); 9/12 - Alan Dale(S), Susan Strasberg(A); 9/13 - Jonathan Winters(C).
AMERICAN BANDSTAND (Dick Clark)	ABC 3pm	9/9 - Gene Vincent(S); 9/10 - Jimmy Rodgers(S); 9/11 - Janice Harper(S), Webb Pierce(S); 9/12 - Nick Noble(S), The Tune Weavers(S); 9/13 - The Everly Bros.(S).
THE VERDICT IS YOURS (Jim McKay)	CBS 3:30pm	Continuation of last week's case; <u>The Matter of George and Nora Meyers.</u>
NBC MATINEE THEATRE	NBC 3pm	9/9 - <u>The Adjustable Mr. Willing</u> ; (O) Lucy Core (Christine's Children); (A) George Lowther; 9/10 - <u>Freedom Comes Later</u> ; (O) Sidney Paine; 9/11 - <u>In The Fog</u> ; (O) Richard Harding Davis; 9/12 - <u>Son of Thirty-Seven Fathers</u> ; (O) Jack Lewis; 9/13 - <u>Hand-Me-Down</u> ; (O) Helen Cotton.
MODERN ROMANCES (Martha Scott)	NBC 4:45pm	<u>The Sign-Off</u> ; (O) William Kendall Clarke; with Sallie Brophy, Frank Overton, Lawrence Weber, Frank Campanella.
TONIGHT (Jack Paar)	NBC 11:15pm	Singers this week are: Martha Wright, Jack Has- kell, Marguerite Sierra; 9/9 - Joey Carter(C); 9/10 - Louis Nye(C); 9/11 - Jimmy Thompson(C); 9/12 - Florian Zabach(M); 9/13 - Jimmy Edmun- son(Professor backwards).

SATURDAY SEPTEMBER 14
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|-------------------------------------------------|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| TRUE STORY<br>(Kathi Norris)                    | NBC 12N     | <u>Marriage of Convenience</u> ; (O) George Lowther;<br>with Lisa Daniels, Cathrine Meskill, Robert<br>Webber, Barbara Baxley, Peter Donat.                                                             |
| PERRY COMO SHOW                                 | NBC 8pm     | <u>RETURN: NEW SEASON</u> : Guest stars for this date:<br>Ginger Rogers(A), George Sanders(A), Lou Carter<br>(S); Dir - Grey Lockwood; Writers - Goodman<br>Ace, Mort Green, Jay Burton, George Foster. |
| <u>Oh! Susanna</u><br>(Gale Storm)              | CBS 9pm     | <u>RETURN: NEW SEASON</u> : Regulars in this series are:<br>Miss Storm, Zasu Pitts, Roy Roberts; with<br>regulars & Pat Boone; Dir - William Seiter,<br>Charles Barton; (SW).                           |
| <u>George Sanders Mystery<br/>Theatre</u>       | NBC 9pm     | <u>Broker's Special</u> ; (O) Malvin Wald & Jack Jacobs;<br>with Mr. Sanders, Mary Lawrence, Grant Richards,<br>Lyle Talbot, Diana Darrin; Dir - Fletcher Markle.                                       |
| <u>Have Gun, Will Travel</u><br>(Richard Boone) | CBS 9:30pm  | <u>PREMIERE</u> : Regular in this series is Mr. Boone;<br>Writers for the premiere episode are Herb Meadow,<br>Sam Rolfe; with regulars & Janice Rule, Jack<br>Lord; Dir - Andrew V. McLagen.           |
| COUNTRY MUSIC JUBILEE                           | ABC 10pm    | Patsy Montana(S).                                                                                                                                                                                       |
| <u>Gunsmoke</u><br>(James Arness)               | CBS 10pm    | <u>RETURN: NEW SEASON</u> : Regulars in this series are:<br>Mr. Arness, Dennis Weaver, Milburn Stone, Amanda<br>Blake; Dir's - Ted Post, Richard Whorf, Buzz<br>Kulick; (SW).                           |
| JIMMY DEAN SHOW                                 | CBS 10:30pm | Jaye P. Morgan(S).                                                                                                                                                                                      |





SUNDAY SEPTEMBER 15

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|-------------------------------------------|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CAMERA THREE                              | CBS 11:30am | Study of Shakespeare's Kings - Part 4 - <u>King Richard III</u> ; (O) Clair Roskam; with Roberts Blossom, Nan Martin, Paul Sparer, Arthur Malet, Wayne Tippet, Robert Lansing, Frank Gloseclose.                                                            |
| WIDE, WIDE WORLD<br>(Dave Garroway)       | NBC 4pm     | <u>RETURN: NEW SEASON</u> : Writer - Joe Liss; Dir - Van Fox.                                                                                                                                                                                               |
| <u>Lassie</u><br>(Tommy Rettig)           | CBS 7pm     | <u>The Suit</u> ; with regulars only; (SW&SD).                                                                                                                                                                                                              |
| <u>Bachelor Father</u><br>(John Forsythe) | CBS 7:30pm  | <u>PREMIERE</u> : (Alternate Sundays); Regulars in this series are: Mr. Forsythe, Noreen Corcoran, Sammee Tong, Alice Backes; <u>Uncle Bentley And The PTA</u> ; with regulars & Sheila Rudy; Writers - Nate Monaster & Arthur Alsberg; Dir - Jerry Hopper. |
| <u>Sally</u><br>(Joan Caulfield)          | NBC 7:30pm  | <u>PREMIERE</u> : Regulars in this series are Miss Caulfield, Marion Lorne; Writer - Philip Shuken; Dir - William Asher.                                                                                                                                    |
| ED SULLIVAN SHOW                          | CBS 8pm     | The Andrew Sisters(S), Joe E. Lewis(C), June Taylor Dancers, The Carters(D), Billy Ward & His Dominoes(S), Mildred Miller(S).                                                                                                                               |
| STEVE ALLEN SHOW                          | NBC 8pm     | Dorothy Collins(S), David Hill(S), Don Adams(C).                                                                                                                                                                                                            |
| GOODYEAR PLAYHOUSE                        | NBC 9pm     | <u>Fifteen, October, 1864</u> ; (O) Louis Pelletier; with Allen Nixon, Paul Tripp, James Pritchett, Clu Gulager, Olive Sturges; Dir - Herbert Hirschman.                                                                                                    |
| <u>The Web</u><br>(William Bryant)        | NBC 10pm    | <u>Easy Money</u> ; (O) Maurice Zimm; with Joe Mantell, Ken Lynch, Ned Glass, Lois Collier, Mimi Gibson; Dir - Walter Doniger.                                                                                                                              |





# ROSS REPORTS — TELEVISION INDEX

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## —MID-WEEK SPECIAL—

### NEWS - COMMENT - POSSIBILITIES

Before the end of last week, the figures published here about the new and re-turning show totals in a three week period were kicked out of sight by changes in program starting dates. This week, Sept 9 thru 15, will have a total of 33 programs debuting, returning from vacation or just coming (a few) as one-shot specials. Next week, Sept 16 thru 22, the total is now 26; the following week adds up to 17 programs and the week of Sept 30 thru Oct 6 has 20 programs ready to jam up the schedules. None of these figures is guaranteed for more than a day or two as the nets are constantly announcing new lineup shifts and programs returning from vacation. Of the totals noted, only about six or seven are one-shot specials of the feature, sports and news-political types.

NBC has signed a five-year contract for exclusive television and radio coverage of the annual Sugar Bowl football game in New Orleans each New Year's Day. The game, formerly carried by the ABC net, will replace the Cotton Bowl game on the NBC schedule, preceding NBC's pickup of the Rose Bowl Game. Oldsmobile sponsored ABC's telecast of the Sugar Bowl game last New Year's Day.....The Nat 'King' Cole Show has more than six sponsors already set on a co-op sponsorship basis over local stations. Those announced include Gallo Wines and Colgate-Palmolive Co for KRCA-TV(LA); Italian Swiss Colony Wines, KRON-TV(San Fran); Gunther Brewing Co., WRC-TV(Wash); Pittsburgh Wine Co., WIIC(Pitt), and Rheingold Beer over WRCA-TV(NY) and WNBC(Hartford-New Britain, Conn). The advertisers start with the program's shift to the Tuesday, 7:30-8pm EDT spot on Sept 17.....The Mike Wallace Interview shifts to Saturdays, 10-10:30pm NYT over ABC starting this week, Sept 14, still sponsored by Philip Morris, Inc., but he will present a special interview show this Sunday, Sept 15, in the customary time spot, 10-10:30pm EDT. Wallace will interview Arkansas Governor Orval E. Faubus in the Governor's Mansion in Little Rock.

The high price of entertainment and expenses working against keeping musical groups together is being highlighted by the appearances of former big band leaders on TV as soloists, or with small musical groups, guesting on the variety shows. The Dean Martin Show, the first of the singer's two specials this season over NBC, on Saturday, Oct 5, 10-11pm EDT, will have among the star guests bandleader Louis Prima, singer Keely Smith(Mrs. Prima) and their Five Musicians (caps are NBC's). Most of the top name band leaders working as singles or with small groups can get a talent price because of the fame they were able to build on records with their former big groups, or in fronting them instrumentally. But, whether it's the entertainment tax, or the high cost of feeding good individual sidemen, or the general decline in the night spots and sites of one night stands, the top name musician can make more for himself and keep more when he works alone or in a small way. Prima, at least, will bring "Five Musicians" to the show. The show will be written and produced by Cy Howard, directed by Joseph Tinney, with musical direction by Paul Weston.





Paddy Chayefsky may feel that "money never was a writer's most serious demand" in television, but Rod Serling, who has television laurels of his own, says that "cash -- cold, warm or hot -- has just one function for any writer. It gives him a little creative independence. You can only enjoy the luxury of writing about something that is personally meaningful in a manner you feel it demands when you have a little cash behind you." Actually, there's just a slight difference in the viewpoint, but the big difference is that one now scorns television because except for a few men it lacks "artistic integrity," while Serling, with a little cash in the pocket, says he can pick his spots -- and his scripts.....NBC Matinee Theater working thru Brandt and Brandt, literary agents, has purchased TV rights to a story by James Gould Cozzens, three stories by Stephen Vincent Benet, one by Robert Carson and two by I. A. R. Wylie.....Omnibus features announced for the coming season (NBC, alternate Sundays, 4-5:30pm NYT, starting Oct 20) will include a 90-minute treatment of James Boswell's "Life of Samuel Johnson," which will star Emlyn Williams. The adaptation is being done by James Lee. Bert Lahr, Leonard Bernstein and Joseph N. Welch will be presented in special programs featuring the skilled talents of each in their respective comedy, musical and legal fields. Other dramatic, factual and musical programs during the season, both live and on film, will follow the usual Omnibus formula of mixing culture with reality.

KHJ-TV(LA) will end its long-time contract for telecasts of Hollywood Legion Stadium's Saturday night fights after Sept 28 and replace the over-two-hour sports show with feature movies, a "move prompted by the ever increasing trend toward motion pictures on television". The independent station has been almost entirely a film and sports station.....CBS Television has revised its voluntary product protection policy because of expansion in multiple brand advertising and the trend toward industrial diversification which has led to some odd sponsor conflicts which do not always appear on the air. The keys points are: 1) CBS Television will endeavor to maintain separation of at least 15 minutes in the network placement of commercials for competing products; 2) The network will continue to prevent competitive product conflicts within programs having two or more sponsors, and 3) Exchange commercials are not necessarily entitled to protection, and CBS Television may change the position of an exchange commercial in order to maintain 15-minute separation between competitive products. In effect, the net will do its best to prevent unfair conflicts but will not give in to unreasonable demands based on multiple product or company ownership.

Norman Lessing will be associate producer and script editor for producer Alvin Cooperman on the Shirley Temple fairy tale-adventures programs, being produced by Henry Jaffe with Screen Gems. Nine of the stories for the NBC series, debuting Jan 12, are "Beauty and the Beast," by Madam Le Prince de Beaumont, "The Valiant Little Tailor" and "Rumpelstiltskin" by the Grimms, "Son of Aladdin" by Noel Langley, "The Emperor's Nightingale" and "The Wild Swans" by Hans Christian Anderson, "The Legend of Sleepy Hollow" by Washington Irving, "The Magic Fishbone" by Charles Dickens and "Dick Whittington and his Cat." Many of these properties were announced in late June, but others included at that time have been dropped.....Television Programs of America and Entertainment Productions, Inc., are jointly preparing a half-hour dramatic series based on the lives of big money winners on quiz shows. The series, which would have a permanent star and be produced in Hollywood, is titled Turning Point....  
.....New York University, probably the most active of American educational institutions in working with commercial TV stations, has become a partner in coordinating program planning, promotion and public information for NBC's Watch Mr. Wizard series, starting Sept 15. The program stars Don Herbert and will continue to be produced by Jules Power.



